AUTHENTICATED
U.S. GOVERNMENT
INFORMATION
GPO

COMCAST AND NBC UNIVERSAL: WHO BENEFITS?

HEARING

BEFORE THE

SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY, AND THE INTERNET

OF THE

COMMITTEE ON ENERGY AND COMMERCE
HOUSE OF REPRESENTATIVES

ONE HUNDRED ELEVENTH CONGRESS

SECOND SESSION

JULY 8, 2010

Serial No. 111–142

Printed for the use of the Committee on Energy and Commerce
energycommerce.house.gov

U.S. GOVERNMENT PRINTING OFFICE
77–919 WASHINGTON : 2013

For sale by the Superintendent of Documents, U.S. Government Printing Office
Internet: bookstore.gpo.gov Phone: toll free (866) 512–1800; DC area (202) 512–1800
Fax: (202) 512–2104 Mail: Stop IDCC, Washington, DC 20402–0001

COMMITTEE ON ENERGY AND COMMERCE

HENRY A. WAXMAN, California
Chairman

JOHN D. DINGELL, Michigan
Chairman Emeritus
EDWARD J. MARKEY, Massachusetts
RICK BOUCHER, Virginia
FRANK PALLONE, JR., New Jersey
BART GORDON, Tennessee
BOBBY L. RUSH, Illinois
ANNA G. ESHOO, California
BART STUPAK, Michigan
ELIOT L. ENGEL, New York
GENE GREEN, Texas
DIANA DEGETTE, Colorado
Vice Chairman
LOIS CAPPS, California
MICHAEL F. DOYLE, Pennsylvania
JANE HARMAN, California
TOM ALLEN, Maine
JANICE D. SCHAKOWSKY, Illinois
HILDA L. SOLIS, California
CHARLES A. GONZALEZ, Texas
JAY INSLEE, Washington
TAMMY BALDWIN, Wisconsin
MIKE ROSS, Arkansas
ANTHONY D. WEINER, New York
JIM MATHESON, Utah
G.K. BUTTERFIELD, North Carolina
CHARLIE MELANCON, Louisiana
JOHN BARROW, Georgia
BARON P. HILL, Indiana
DORIS O. MATSUI, California
DONNA M. CHRISTENSEN, Virgin Islands
KATHY CASTOR, Florida
JOHN P. SARBANES, Maryland
CHRISTOPHER S. MURPHY, Connecticut
ZACHARY T. SPACE, Ohio
JERRY MCNERNEY, California
BETTY SUTTON, Ohio
BRUCE L. BRALEY, Iowa
PETER WELCH, Vermont

JOE BARTON, Texas
Ranking Member
RALPH M. HALL, Texas
FRED UPTON, Michigan
CLIFF STEARNS, Florida
NATHAN DEAL, Georgia
ED WHITFIELD, Kentucky
JOHN SHIMKUS, Illinois
JOHN B. SHADEGG, Arizona
ROY BLUNT, Missouri
STEVE BUYER, Indiana
GEORGE RADANOVICH, California
JOSEPH R. PITTS, Pennsylvania
MARY BONO MACK, California
GREG WALDEN, Oregon
LEE TERRY, Nebraska
MIKE ROGERS, Michigan
SUE WILKINS MYRICK, North Carolina
JOHN SULLIVAN, Oklahoma
TIM MURPHY, Pennsylvania
MICHAEL C. BURGESS, Texas
MARSHA BLACKBURN, Tennessee
PHIL GINGREY, Georgia
STEVE SCALISE, Louisiana

SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY, AND THE INTERNET

RICK BOUCHER, Virginia
Chairman

EDWARD J. MARKEY, Massachusetts
BART GORDON, Tennessee
BOBBY L. RUSH, Illinois
ANNA G. ESHOO, California
BART STUPAK, Michigan
DIANA DEGETTE, Colorado
MICHAEL F. DOYLE, Pennsylvania
JAY INSLEE, Washington
ANTHONY D. WEINER, New York
G.K. BUTTERFIELD, North Carolina
CHARLIE MELANCON, Louisiana
BARON P. HILL, Indiana
DORIS O. MATSUI, California
DONNA M. CHRISTENSEN, Virgin Islands
KATHY CASTOR, Florida
CHRISTOPHER S. MURPHY, Connecticut
ZACHARY T. SPACE, Ohio
JERRY MCNERNEY, California
PETER WELCH, Vermont
JOHN D. DINGELL, Michigan (ex officio)

FRED UPTON, Michigan
Ranking Member
CLIFF STEARNS, Florida
NATHAN DEAL, Georgia
JOHN SHIMKUS, Illinois
GEORGE RADANOVICH, California
MARY BONO MACK, California
GREG WALDEN, Oregon
LEE TERRY, Nebraska
MIKE FERGUSON, New Jersey

CONTENTS

	Page
Hon. Rick Boucher, a Representative in Congress from the Commonwealth of Virginia, opening statement	1
Prepared statement	3
Hon. Steve Buyer, a Representative in Congress from the State of Indiana, opening statement	5
Hon. Bobby L. Rush, a Representative in Congress from the State of Illinois, opening statement	6
Prepared statement	9
Hon. Anna G. Eshoo, a Representative in Congress from the State of California, prepared statement	216

WITNESSES

Hon. Maxine Waters, a Representative in Congress from the State of California	12
Prepared statement	15
Jonathan Jackson, Rainbow PUSH Coalition	34
Prepared statement	36
Will Griffin, President and Chief Executive Officer, Hip Hop OnDemand	40
Prepared statement	44
Samuel R. DeSimone, General Counsel, Earthlink	50
Prepared statement	52
Paula Madison, Executive Vice President, Chief Diversity Officer, NBC Universal	62
Prepared statement	64
Joseph W. Waz, Jr., Senior Vice President, External Affairs and Public Policy Counsel, Comcast Corporation	74
Prepared statement	77

SUBMITTED MATERIAL

Letter of July 6, 2010, from CoLours TV to Mr. Boucher	217
Comcast and NBCU's Summary of Diversity Commitments	218

FIELD HEARING ON COMCAST AND NBC UNIVERSAL: WHO BENEFITS?

THURSDAY, JULY 8, 2010

HOUSE OF REPRESENTATIVES,
SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY,
AND THE INTERNET,
COMMITTEE ON ENERGY AND COMMERCE,
Washington, DC.

The subcommittee met, pursuant to call, at 9:00 a.m., in Room 2525, Dirksen Federal Building and Courthouse, 219 South Dearborn Street, Chicago, Illinois, Hon. Rick Boucher [chairman of the subcommittee] presiding.

Members present: Representatives Boucher, Rush and Buyer.

Also present: Representative Waters.

OPENING STATEMENT OF HON. RICK BOUCHER, A REPRESENTATIVE IN CONGRESS FROM THE COMMONWEALTH OF VIRGINIA

Mr. BOUCHER. Good morning to everyone. The Subcommittee on Communications, Technology and the Internet will come to order.

Today, at the suggestion of our subcommittee colleague, Mr. Rush, we are in Chicago to conduct the subcommittee's second hearing on the proposed combination of two of our nation's largest media and entertainment companies Comcast and NBC Universal.

I appreciate the outstanding contributions that Congressman Rush makes to the work of our committee. He is Chairman of our Subcommittee on Commerce and Consumer Protection, and in that role I've had an opportunity to work closely with him as we have together worked to fashion a set of privacy guarantees for internet users. And, of course, he is a member of this Subcommittee and makes a truly valuable contribution to our work. And I want to thank Congressman Rush and his staff for their excellent help in making the arrangements for today's hearing. It's truly been a pleasure for me to have the opportunity to be here. And I know that our focus today on the Comcast-NBC Universal Merger will be aided very much by the testimony that we receive from our witnesses this morning.

Comcast is the nation's largest multi-channel video program distributor, the largest retail broadband provider, and the third largest home telephone service provider, as well as the owner of numerous cable channels and regional sports networks.

As measured by annual revenues, NBC Universal is the nation's fourth largest media and entertainment company. It owns the NBC and Telemundo television networks, television broadcast stations in

some of the largest markets in the United States, cable channels, a movie studio, as well as an interest in the online video programming provider, Hulu.com.

The key question for this Subcommittee, as well as for the FCC, and the U.S. Department of Justice who are reviewing this proposed combination is how the proposed combination will affect consumers. And, of course, both of these companies deliver a range of services, and the question is with regard to those services how will consumers be affected.

Some combinations benefit consumers by enabling a more efficient delivery of new and better products and services, but there also is the potential for consumer harm due to a limitation of choices that are available to consumers, or by limiting competition in a way that makes services more expensive than they would be in an open market.

In our previous hearing, we examined the potential harms that could arise if the merged company restricts the internet delivery of NBC Universal-owned programs that are offered off-line to the public for free today, to web portals that are available only to the Comcast broadband subscribers. We sought and we obtained commitments and assurances from the companies that access to those programs would not be so restricted.

Today, we will focus on other potential effects of the merger, including how it will affect the company's practices with respect to diversity and employment, procurement, media programming and philanthropy.

I look forward to the testimony of our witnesses on these and other matters. And I want to thank each of our witnesses for taking time to join us here this morning. A number of them have traveled to Chicago for purposes of sharing their views with us, and I very much appreciate your doing so, and being here today.

I'm going to recognize both members of the panel for their opening statements, and then we will turn to the testimony of our witnesses. And I'll begin by recognizing the Republican member of our Subcommittee on Communications, Technology, and the Internet, the gentleman from Indiana, Mr. Buyer.

[The prepared statement of Chairman Boucher follows:]

STATEMENT OF CONGRESSMAN RICK BOUCHER

Subcommittee on Communications, Technology and the Internet
Field Hearing on Comcast-NBC Universal Merger

July 8, 2010

The Subcommittee on Communications, Technology and the Internet will come to order.

Today, at the suggestion of our subcommittee colleague, Mr. Rush we are in Chicago to conduct the subcommittee's second hearing on the proposed combination of two or our nations largest media and entertainment companies Comcast and NBC Universal.

I appreciate the outstanding contributions that Congressman Rush makes to the work of our committee. He is Chairman of our Subcommittee on Commerce and Consumer Protection in addition to his service on this Subcommittee.

And I thank Congressman Rush and his staff for their excellent help in making the arrangements for today's hearing. It is truly a pleasure to be here, and I know that our focus on the Comcast-NBC Universal merger will be aided by the testimony we will receive this morning.

Comcast is the nation's largest multichannel video programming distributor, largest residential broadband provider, and third largest home telephone service provider, as well as the owner of cable channels and regional sports networks.

As measured by annual revenue, NBC Universal is the nation's fourth-largest media and entertainment company. It owns the NBC and Telemundo television networks, television broadcast stations in some of the largest markets in the United States, cable channels and a movie studio, as well as an interest in online video programming provider Hulu.com.

The key questions for this subcommittee, as well as for the agencies that are reviewing the proposed merger, the FCC and the Department of Justice, is how it will affect consumers of the many services the combined company will offer.

Some combinations benefit consumers by enabling the efficient deployment of new and better products and services. But there may also be the potential for combinations to harm consumers by limiting the choices available to them, or by limiting competition in a way that makes services more expensive.

In our previous hearing we examined the potential harms that could arise if the merged company restricts the Internet delivery of NBC Universal aired programs that are offered online to the public for free today to web portals available only to Comcast broadband subscribers.

We sought and obtained commitments and assurances from the companies that access to those programs will not be so restricted.

Today, we will focus on other potential effects of the merges, including how it will affect the companies practice's with respect to diversity in employment, procurement, media programming, and philanthropy.

I look forward to the testimony of our witnesses on these and other matters and I thank each of the witnesses for taking the time to share their views with us this morning.

I'll now recognize other members for opening statements.

OPENING STATEMENT OF HON. STEVE BUYER, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF INDIANA

Mr. BUYER. Thank you very much, Mr. Boucher.

Welcome to Chicago, welcome to the Midwest. And, Bobby Rush, thank you for having us come here.

I brought some Indiana folks with me last night, and I thought I would take in a White Sox game, and it rained. By my calculation, that was probably about an $80 beer, so we sipped it slowly and enjoyed it. And probably the best judgment of the night was during the clearing, we made a run for the taxi.

Mr. RUSH. Mr. Chairman, if I may add, we do have rain checks in Chicago.

Mr. BUYER. Oh, OK. All right. Rain check.

I would also like to welcome Maxine Waters for giving up her time in sunny California to come to the Midwest. Thank you, also, for being here.

When this joint venture between Comcast and NBC Universal was first proposed, I was most interested in the reaction, or, I should say, the lack of reaction not only by policy makers, but also stakeholders and others within industry.

My initial reaction, personally, was about the—in our culture we have something that we don't think about very often, but its silence can be interpreted as acquiescence or an admission. And it's part of our culture. So, when this merger first came out, there was silence. And I was—my curiosity was I did not believe that the silence would be interpreted as an acquiescence to the merger. And my commitment has been to keep an open mind regarding this merger, and to allow the parties to be able to come together and address concerns. And I thank my friend, Mr. Boucher, for doing this. I brought this to him. He also is feeling the same way I was, and he said yes, we're going to have some hearings on this, and we want to go into it, we want to dive into this.

Now, the Chairman in his comments about concerns with regard to consumers, and he's correct. And the Department of Justice will do their review on—because of anti-trust and the impact on competition, but we also need an over horizon view.

The over horizon view, when you do the long view and you look at the data points that are out there, you have to be really careful about trying to define an image based on what we know today. The reason I say you have to be very careful, because as policy makers, we've done this before. And we've tried to define what we thought it looked like at the moment of calling, and got it wrong. And we're in such a highly dynamic industry that we have to be really very, very careful.

I decided to do my due diligence, just as, Mr. Chairman, you are doing yours, so since February, I've met with every industry representative out there from broadcasters, pay TV affiliates, non-affiliates, content providers, carriers. I've done big cable, small cable, satellite. I've met with all the stakeholders that I possibly could. But my take-away from all of these meetings is that, it came out of the hearing we had done in February, that there was a real need to define Comcast's commitment to the network affiliated model of free over-the-air broadcasting, especially as it pertains to localism.

Also, protect the value of the network and preventing a cycling of key programming, and migration of this key programming. The other is prevent bypass of the affiliates for first call rights to competing platforms as it pertains to Comcast providing network programming. And, fourth, protect the integrity of the retrans consent process.

And, primarily, my concern there lies with the small cable companies insuring that they not get lost by big cable in the retrans consent process leading to less competition and higher prices for consumers.

I want to—also, as this began to unfold, I also watched how the non-affiliates began to work out their concerns. Rather than immediately rush to the FCC, they came together, the non-affiliates did, and then took their concerns to Comcast, and they were able to come together in the private marketplace agreement.

And then not only was that done, but then Comcast-NBC Universal had come together with their own agreements on many diversity issues. So, it's pretty good. They recognize that there's federal oversight, not only by the FCC, by your Committee, Mr. Chairman, but also by DOJ, so there are a lot of eyes being placed on this. So, the private sector are proceeding, and my reading of both of these agreements that have been done in the private sector, actually, they go beyond what I was even thinking about and considering. So, I want to congratulate the parties for leaning forward and doing what I think is right. So, with that, I yield back.

Mr. BOUCHER. Thank you very much, Mr. Buyer. Thank you for taking the time to take part during this hearing this morning.

I, again, want to thank Congressman Rush and his staff for their excellent assistance in arranging for today's hearing, and making sure that we could use the ceremonial courtroom here at the United States Courthouse. And Congressman Rush, I want to recognize you for your opening statement.

OPENING STATEMENT OF HON. BOBBY L. RUSH, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF ILLINOIS

Mr. RUSH. Thank you, Mr. Chairman. And let me begin by thanking you so much for the outstanding cooperation and leadership which you have provided to the Subcommittee. And you have really gone beyond what would be normally expected in regards to this hearing. You're in the middle of a tough campaign, and that you would take the time off to leave your district and come to Chicago to convene this hearing. I'm certainly grateful to be part of this. And it's a pretty significant moment in the life of the city of Chicago, here on the eve of the LeBron era. And I will note that I am an eternal optimist.

(Laughter.)

But, Mr. Chairman, I want to welcome you again, welcome your colleagues and welcome Congresswoman Waters, and my colleague on the Subcommittee, Mr. Buyer from Indiana. I want to welcome each of you to this hearing, and to the city that I love so much.

Mr. Chairman, on that day that Comcast and NBC Universal secure their last approval from federal and state regulators to combine their highly attractive, and lucrative, distribution and video programming assets, a very powerful and influential media and in-

formation colossus will be born. When that will happen, immediate power to determine what our nation watches, what we read, from where we get our news, and even on which electronic and communications devices those images and data will appear.

The $28 billion joint venture between Comcast and NBC Universal will give Comcast, already the country's largest cable and home broadband company, total say and control over the day-to-day operations of the NBC networks; the Telemundo network, NBC's two dozen national cable network channels, including MSNBC, Bravo, CNBC, and partial interests in the Weather Channel, A&E's History and Biography channels, NBC Network News, "The Today Show," "NBC Sunday Night Football," "Meet the Press," and distribution rights to a library of more than 55,000 TV episodes, not to mention the Universal Pictures movie studio and distribution companies.

Many of the purported benefits of this proposed combination have been framed in terms of when and where subscribers will realize benefits. Some of the more widely touted subscriber benefits put forward by the parties are that Comcast cable TV subscribers will be able to see movies more quickly after the first showing in theaters, or that because of this transaction TV shows will appear faster on subscribers' cell phones, video-on-demand web sites, and other digital media platforms and devices.

These "whens" and "wheres" are very important, absolutely very important. And I am concerned about these when and wheres, but I'm also equally concerned, however, about what cable television, broadcast TV, news, public affairs, religious and community programs, sporting events and movie content will not be made available to subscribers of Comcast's competitors, or to the competitors of Comcast's new affiliates.

And will the same content that is offered to Comcast broadband subscribers be made available to all broadband users, regardless of whom they subscribe to for broadband service?

Despite the critical importance of program access and the equitable carriage of network affiliates on Comcast's cable systems, the most important issue of access, as far as I am concerned, the most important issue is minority ownership.

As the largest media and information merger since AOL and Time Warner which, incidentally, disrupts community practices in cable and broadcast TV programming in so many markets, the significance of this transaction cannot be underestimated.

This represents a real opportunity that minority businesses and investors must not miss. They must be fully engaged. And I am cognizant of the commitment that Comcast made publically last month for increasing diversity of ownership, and diversity in programming. Specifically, Comcast plans on adding these channels over the next three years. As you see, that half of these channels are minority owned or run represents an important and positive step for increased minority ownership. I am delighted with the developments.

However, Mr. Chairman, I think that minorities can and will, and must have better seats at the boardroom table, and not just in the movie theaters and watching television in their living rooms.

Mr. Chairman, this is an opportunity for us. And I would say during the course of the last few months, I am pleased and interested and somewhat delighted by the approach that Comcast and NBC have made towards satisfying our concerns. I'm still not satisfied. I'm still not there yet, but I want you to know that without any changes, we're just going to end up at the same place. And, Mr. Chairman, with that, I yield back the balance of my time.

[The prepared statement of Mr. Rush follows:]

FOR IMMEDIATE RELEASE
July 8, 2010

CONTACT: Sharon Jenkins
(202) 225-4372 ofc.; (202) 431-8191 mobile
Sharon.Jenkins@mail.house.gov
- or -
Stephanie Gadlin
(773) 224-6500 ofc.; (202) 286-9829 mobile
Stephanie.Gadlin@mail.house.gov

Opening Statement by U. S. Rep. Bobby L. Rush
at the
Field Hearing of the House Subcommittee on Communications, Technology and the Internet
on
"Comcast and NBC Universal: Who Benefits?"
Chicago – July 8, 2010

CHICAGO — "Thank you, Chairman Boucher. Good morning, Chicago. And good morning, to each of our witnesses.

"On *that* day, *should* Comcast and NBC-Universal secure their *last* approval from federal and state regulators to combine their highly attractive, and lucrative, distribution and video programming assets, a very *powerful* and *influential* media and information colossus will be born. If that day comes, this combined entity will have the immediate power to determine *what* our nation watches, *what* we read, *from where* we get our news and, even, *on which* electronic and communications devices those images and data will appear.

"The $28 billion joint venture between Comcast and NBC-Universal would give Comcast, already the country's largest cable and home broadband company, *total say and control* over the day-to-day operations of the NBC network; the Telemundo network; NBC's *two dozen* national cable

– more –

network channels—including MSNBC, Bravo and CNBC—*and* partial interests in the Weather Channel, A&E's History and Biography channels; NBC Network News, "The Today Show," "NBC Sunday Night Football," "Meet the Press," and distribution rights to a library of more than 55,000 TV episodes, not to mention the Universal Pictures movie studio and distribution companies.

"Many of the purported benefits of this proposed combination have been framed in terms of *when* and *where* subscribers will realize benefits. Some of the more widely touted subscriber benefits, put forward by the two parties, are that Comcast cable TV subscribers will be able to see movies more quickly after the first showings in theaters, *or* that because of this transaction, TV shows will appear faster on subscribers' cell phones, video-on-demand web sites and other digital media platforms and devices.

"These 'whens' and 'wheres' are *absolutely* important. However, I am *equally* concerned about *what* cable television, broadcast TV, news, public affairs, religious and community programs, sporting events and movie content that will *not* be made available to subscribers of Comcast's competitors, or to the competitors of Comcast's new affiliates.

"And, will the same content that is offered to Comcast broadband subscribers, also be made available to *all* broadband users, regardless of *whom* they subscribe to for broadband service?

"Despite the critical importance of program access and the equitable carriage of network affiliates on Comcast's cable systems, the most important issue of access, as far as I am concerned, is minority ownership.

"I am cognizant of the commitments that Comcast made publicly, last month, towards increasing diversity of ownership and diversity in programming. Specifically, Comcast's commitments to distribute six cable network channels (over the next three years) and to see that half of those

channels are minority-owned or run represents an important and positive, *initial* step forward towards increased minority ownership.

"But these commitments do not go far enough.

"Minority owners and investors must have better seats at the board room table, *not just* in the movie theaters wearing 3-D glasses or holding set-top box remote controls in their living rooms.

"If this merger is truly going to be in the public interest, Comcast and NBC-Universal will have to do more, *for and with* minorities than what they have offered to do to date. Simply put, the economic stakes are high and we, as legislators, would be negligent on behalf of all taxpayers and others whom we represent if we fail to shine a bright light of openness and full disclosure on how Comcast and NBC, on the one hand, secure regulatory support for their own corporate interests without ensuring that their interests are *not the only ones* served by this transaction.

"I look forward to hearing the testimony of the witnesses. I hope that our hearing will assist me, and others, in learning more about how minority owners of communications, media, and technology companies, minority holders of FCC licenses, minority investors, and non-minority investors willing to invest in minority-owned companies and start-ups can play a bigger role as *owners* in this mammoth transaction and in the economic opportunities that lie ahead.

"Indeed, more room must be made for these entrepreneurs, investors, and business professionals to provide Comcast's 24 million cable subscribers—about two million of whom are right here in the Chicago metropolitan area—and its 15 million high-speed Internet customers with high quality services, diverse perspectives and "know-how."

"Thank you, Mr. Chairman, for the time you've accorded to me today. With that, I yield back the balance of my time."

# # #

Mr. BOUCHER. Thank you very much, Congressman Rush. And we're pleased to have joining us today a gentle lady from California, Ms. Waters. She is a senior member of the House Judiciary Committee, and while she does not serve on the Energy and Commerce Committee, we're very glad to have her here. She has strong interest in the subject matter we're examining this morning. And, in fact, was a leading participant in a hearing the House Judiciary Committee had on this subject in Los Angeles earlier this year.

Ms. Waters, we're glad to have you here, and I'm pleased to recognize you for your statement.

STATEMENT OF HON. MAXINE WATERS, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF CALIFORNIA

Ms. WATERS. Thank you very much, Mr. Chairman. I appreciate the opportunity that you've afforded me to come here today to be a part of this hearing. I'm especially appreciative to Congressman Rush for his assistance in making sure that I could participate as a panelist here today. And I'd like to thank all of my colleagues who are here today to participate in what I think is one of the most important hearings relative to media consolidation that we will have on this issue.

Mr. Chairman, thank you for organizing this Field Hearing, and, again, allowing me the opportunity to participate. You're right, I have been involved with this issue for quite some time now, and my interest was basically triggered on June 7th, 2010 when the House Committee on the Judiciary held a Field Hearing. Well, it was prior to that time, but I've been in two hearings to date on this issue, and I do have some concern. What I'd like to do is just take a moment and try and explain what those concerns are, and why I have those concerns.

Over the past couple of months, I've been active in advocating for a process in the Federal Communications Commission's review of this merger, the opportunities for minorities in media have been severely limited as a result of deregulatory policies, and large media consolidations. This has concentrated our media industry into the control of a mere handful of corporations, constraining opportunities for minority ownership of media licenses.

While I'm not presently, and have not indicated direct opposition to the Comcast-NBC merger, I do recognize it as a critical opportunity for both companies to implement a plan of action to address their shortcomings with respect to minority inclusion within their programming, management, ownership, and advertising activities.

Ultimately, these diversity considerations are taken into account within the FCC's review proceedings. While both the FCC and DOJ have the statutory authority to review new mergers under our Federal Anti-Trust Laws, the FCC's process allows for a more comprehensive public interest analysis, including a deeply rooted preference for preserving, and enhancing competition, and generally managing the spectrum in the public interest, in the public trust.

Therefore, my concerns about this merger are based on the potential impact on diversity, competition, and whether consumers will enjoy diverse and alternative sources of news and entertainment. From what we have gathered about the companies' organizational structures, both Comcast and NBC have a lot of work to do.

NBC Universal has 18 corporate executives, while two of the 18 are minorities, including Ms. Paula Madison, who's here today. Their primary responsibilities do not include managing networks, and producing content. Despite Ms. Madison's efforts to work with the key executives to promote diversity throughout NBC Universal, the company continues to fall short in setting tangible benchmarks, and achieving results in increasing minority representation among its high-level management and executive positions.

NBCU does not have any African American show runners over its prime time, daytime, or late night programming. This means African Americans are not in positions where they oversee budgets, and the hiring of actors, writers, co-producers, and technical employees. It is important to have diversity in these management positions, because they create employment opportunities for other producers, writers, directors, and actors.

Similarly, NBC's Universal Studios do not employee African Americans with the authority to decide which film projects are ultimately given the necessary support to make it to the big screen, that is green light.

The President and COO of NBC Universal Studios is a white male. The President and Chairman of Universal Pictures and Focus Features also white. Of the 21 films NBC Universal Pictures released in 2009, only two simply had minority leads. The overwhelming majority of NBC TV content is produced by white individuals, or white- owned production companies. The Presidents of all 12 of the NBC cable networks are white. Ultimately, these individuals are influential in deciding what show runners are hired to produce the television shows that will air on these networks.

Thus, it is important to have sufficient minority representation and programming to ensure diversity in content the network produces.

Comcast Corporation also has problems with diversity and inclusion. Only one of Comcast's 13 member Board of Directors is an African American. Only two of Comcast's 28 corporate executives are African American. Comcast has 33 division executives, while three of these executives are minorities, there are no African American division executives listed on Comcast's Web site who head Comcast's programming group.

When broken down further by each of Comcast's individual cable networks, only one has an African American President, and that is the Style network. There is one Latino executive; however, he is responsible for advertising and sales, not programming.

The barriers to ownership for minorities and women have been studied by various universities and non-profit organizations. Currently, TV One is the only United States cable network with significant black ownership. That is Video One, Alfred Liggins, President and CEO, owns 37 percent of TV One. While Comcast carries the network on its mostly widely distributed tier, it is worth noting that Comcast owns 33 states in TV One. In 2007, minorities owned just 3.2 percent of the United States television stations, despite comprising more than 34 percent of the population.

In fact, of NBC's more than 200 affiliated television stations, only one is black- owned. Ironically, while the National Urban League and its chapters, among the first of our nation's Civil Rights groups

to support the merger, it, too, released a study in 2005 detailing the broadcast networks' failure to have diverse guests on their Sunday morning news shows. The studies included that 60 percent of the Sunday morning talk shows feature no black guest at all, and that 78 percent of the broadcasts contain no interviews with a black guest.

Therefore, when we discuss NBCU or Comcast's lack of diversity, it is not merely isolated, or defined as the absence of minorities in front of the camera. Credible involvement of minorities start at the top, and trickles down through every job or position that is necessary to produce and distribute a television program, or motion picture.

Therefore, it is imperative that NBC Universal and Comcast show its commitment to diversity, and negotiate, work with those groups to come up with a substantive plan that incorporates minorities in all aspects of its media programming and distribution activities. This begins with a strategy to extend opportunities for minorities in media ownership, management, programming, and advertising.

Thank you, Mr. Chairman. And I yield back the balance of my time.

[The prepared statement of Ms. Waters follows:]

COMCAST-NBCU FIELD HEARING BY THE HOUSE SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY AND THE INTERNET: "COMCAST AND NBC UNIVERSAL: WHO BENEFITS?"

Everett Dirsken Federal Building
Room 2525, 219 S. Dearborn Street
Chicago, Illinois
July, 8, 2010

FACTS ABOUT NBC UNIVERSAL PROPERTIES

Prepared by the Office of
Congresswoman Maxine Waters
(CA-35)

FACTS ABOUT NBC UNIVERSAL PROPERTIES

Summary:

- NBC Universal (NBCU) has 18 corporate executives. While 2 of the 18 executives are minorities, ***they are not heads of divisions or departments responsible for managing networks and producing content.***

- NBCU owns 27 Broadcast Television Stations. ***None of the stations have African American general managers.***

- NBCU owns: Bravo, CNBC, MSNBC, NBC Sports, Oxygen, SyFy Channel, USA Network, Weather Channel, Chiller, Sleuth, Universal HD, and Shop NBC. ***None of their cable networks have minority presidents (who oversee network programming).***

- NBCU has partial ownership in the A&E Network, The Biography Channel, Crime & Investigation Network, The History Channel, The Biography Channel, and Lifetime Network. ***None of these networks are headed by minorities or employ minorities in key decision-making roles.***

- NBCU also owns NBC Television Network – Universal Media Studios (which produces many NBC programs), Universal Pictures (produces and distributes about twenty films a year), Focus Features (a division of Universal Pictures producing several "art house" films a year like "Burn After Reading," "Milk," and "Traffic"). ***None of these divisions are headed by minorities or employ minorities in key decision-making roles***.

- ***Of the 21 films NBC Universal Pictures released in 2009, only two of the films had minority leads:*** one African American starring lead in "The Soloist," one Hispanic, and one biracial actor, both a part of the ensemble cast of "Fast & Furious."

- The 2010 NBC Fall Line-up ***does not have any African American show-runners in primetime, daytime, or late-night***.

- ***Only one African American anchors an MSNBC News program. All of the other lead anchors and hosts on MSNBC flagship programs are white***. While they employ several correspondents of color, none headline any MSNBC programming.

- According to the Writers Guild of America's (West) 2009 Hollywood Writers Report, in 2007, ***only 6.6 percent of its television writers were minorities*** and only ***5.5 percent of its writers on motion pictures were minorities***.

- According to the Writers Guild of America's (West) 2009 Hollywood Writers Report, NBC Universal struggles to employ minority writers. ***No minorities currently write for their popular show "30 Rock."*** There are also ***no minority writers on the popular USA Network program "Monk"*** (NBCU owns the USA Network). There is only ***one minority writer (out of 14) on Law and Order: Criminal Intent*** (also airing on the USA Network).

- According to the Writers Guild of America's (West) 2009 Hollywood Writers Report, ***92 percent of executive producers (industry-wide) during the 2007-08 season were white.*** During the 2007-08 season, ***100 percent of Bravo's writers were white*** (owned by NBCU), ***85.3 percent of NBC's writers were white***, ***96.9 percent of the SyFy Channel's writers were white*** (owned by NBCU), and ***88 percent of the USA Network's writers*** were white. Of NBC's partially-owned networks, ***90.9 percent of Lifetime's writers were white and 86.7 percent of the A&E Network's writers were white.***

NBC Universal does not have any African American show-runners. That is, African Americans are not in positions where they oversee budgets and the hiring of actors, writers, co-producers, and technical employees. While show-runners are commonly referred to as 'executive producers,' not all executive producers are show-runners. It is helpful to make this distinction when commenting on NBC's productions. At any rate, it is important to have diversity in these management positions because they create employment opportunities for other producers, writers, directors, and actors.

Similarly, Universal Studios (NBC Universal's film production and distribution company) does not have African Americans with the authority to "greenlight" films. The head of their motion picture studio is a Caucasian male. The overwhelming majority of NBC TV content is produced by white individuals and/or white production companies (NBC produces many of its television programs because it is cheaper than hiring outside independent producers). Of the 21 films NBC Universal Pictures released in 2009, only two had minority leads (***Jamie Foxx*** in ***"The Soloist"*** and ***Vin Diesel*** (biracial) and ***Michelle Rodriguez*** (Hispanic) in ***"Fast & Furious"***). Further, of the 21 films, only two had minority writers or directors: ***"The Fourth Kind,"*** Nigerian director/writer: ***Olatunde Osunsanmi [ola-toon-de, o-soon-san-me]*** and ***Justin Lin*** (born in Taipei [ty-pay]), director of ***"Fast &Furious."***

The heads of all 12 of the NBC Cable Networks are all Caucasian (MSNBC, CNBC, SyFy, Bravo, USA Network, NBC Sports, Oxygen, Weather Channel, Chiller, Sleuth, Shop NBC, Universal HD). None of NBC's 27 owned and operated Broadcast Stations have African American general managers. The 2010 NBC Fall Line-up does not have any African American show-runners in primetime (this time slot feature NBC shows such as "The Office" and "30 Rock"), daytime (soaps and talk shows like "Days of Our Lives"), or late-night ("The Tonight Show" and "Last Call with Carson Daly"). There are literally a mere handful of African American producers, writers, and directors working on NBC Universal shows. The opportunities for African Americans across all NBC properties are scarce. Only 2 of NBC Universal's 18 executives are minorities (Paula Madison and Salil Mehta). However, none of these executives are

responsible for managing networks or producing content. While Paula Madison sole designation is the work with the key executives to promote diversity, this has not impacted the company's organization structure. A company's commitment to diversity begins with the top levels of management and trickles down through every position necessary to produce content.

Therefore, when we discuss the NBC Universal's lack of diversity, it is not merely isolated or defined as the absence of minorities in front of the camera. Credible involvement of minorities starts at the top and trickles down through every job or position that is necessary to produce and distribute a television program or motion picture. Extending ownership, management, programming, and advertising opportunities to minorities will ensure diversity in our media and telecommunications industry. Moreover, more minorities in leadership positions will yield more minorities hired to: write a television series/film, produce a television program/film, direct a television program/film, cast a diverse cast for a television program/film, and score the music for a television program/film. NBC Universal must show its commitment to diversity in presenting a substantive plan that incorporates minorities in all aspects of media programming and distribution activities. This begins with a strategy to extend opportunities for minorities in media ownership, management, programming, and advertising.

USA Network (highly rated cable network)

(An example of an NBC Universal Network Program)

Law and Order: Criminal Intent
Cast (all white):
Jeff Goldblum
Saffron Burrows
Mary Elizabeth Mastrantonio (Italian American)
Vincent D'Onofrio (Italian American)
Kathryn Erbe
Eric Bogosian (white)

Executive Producers (all white):
Walon Green
John David Coles
Peter Jankowski

There is an opportunity to increase minority participation in every aspect of media production and distribution. The show-runners oversee budgets and hire writers, directors, and producers. Since minorities are institutionally excluded from these positions and are not represented within the top levels of leadership, the opportunities for minorities are constrained. There must be individuals in key decision-making positions who can point out and remedy the absence of diversity in a project, both in-front and behind the camera.

Law and Order: Criminal Intent (above) is a popular show airing on the USA Network (NBCU property) and does not have any minority actors or executive producers.

NBC Universal Studios

Ronald Meyer, President / Chief Operating Officer (white)
(***Oversees Universal Pictures, Focus Features, USA Network, and the SyFy Channel***)

NBC Universal Pictures

Jimmy Horowitz, President of Universal Pictures (white)
Adam Fogelson, Chairman of Universal Pictures (white)

Focus Features (a division of Universal Pictures, also owned by NBCU)

James Schamus, CEO (white)
Andrew Karpen, President (white)

2009

1. ***The Unborn*** (co-production with Relativity Media, Rogue Pictures and Platinum Dunes)
2. ***Coraline*** (co-production with Focus Features, Laika and Alliance Films)
3. ***Duplicity***
4. ***Curious George 2: Follow That Monkey!*** (co-production with Imagine Entertainment and Universal Animation Studios)
5. ***Fast & Furious*** (co-produced with One Race Films, Original Film and Relativity Media)
6. ***State of Play***
7. ***The Soloist*** (co-produced with DreamWorks, StudioCanal, Participant Media and Working Title Films)
8. ***Drag Me to Hell*** (co-produced with Ghost House Pictures)
9. ***Land of the Lost*** (co-production with Sid & Marty Krofft Pictures)
10. ***Public Enemies***
11. ***Brüno*** (co-production with Media Rights Capital)
12. ***Funny People*** (co-production with Columbia Pictures, Apatow Productions, and Happy Madison)
13. ***Inglourious Basterds*** (co-produced with A Band Apart and The Weinstein Company)
14. ***9*** (co-production with Focus Features)
15. ***Love Happens*** (co-production with Relativity Media)
16. ***The Invention of Lying*** (co-production with Warner Bros.)
17. ***Couples Retreat***
18. ***Cirque du Freak: The Vampire's Assistant***
19. ***The Fourth Kind*** (co-production with Gold Circle Films and Dead Crow Productions)
20. ***Pirate Radio*** (non-USA distribution; co-production with Focus Features, StudioCanal and Working Title Films)
21. ***It's Complicated*** (co-production with Relativity Media)

*Only two films in 2009 had a minority leads: Jamie Foxx in ***The Soloist*** and ***Vin Diesel*** (biracial) and ***Michelle Rodriguez*** (Hispanic) in "***Fast & Furious***"

NBC

Jeff Zucker, CEO (white)
Steve Capus, President, NBC News (white)
Dick Ebersol, Chairman, NBC Sports (white)
Jeff Gaspin Chairman, NBC Universal Television Entertainment (white)

NBC News

Steve Capus, President of NBC News (white)
Brian Williams, Chief Anchor (white)

NBC News Programs:

Early Today (all white):
Lynn Berry (news)
Bill Karins (weather)
Fred Roggin (sports)

Today (diverse):
Matt Lauer (lead co-anchor)
Meredith Viera (lead co-anchor)
Anne Curry, weather (born in Guam)
Al Roker, news (black)

Today (diverse co-hosts)
Kathy Lee Gifford (white)
Hoda Kotb (black)

Meet the Press with David Gregory (white)

NBC Nightly News: Brian Williams (white)
NBC Nightly News: Lester Holt (black)

Dateline NBC
Anne Curry (born in Guam)

MSNBC

First Look
Lynn Berry (white)
Thomas Roberts (white)

Way Too Early with Willie Geist
Willie Geist (white)

Morning Joe
Joe Scarborough (white)
Mika Brzezinski (white)
Willie Geist (white)

The Daily Rundown
Chuck Todd (white)
Savannah Guthrie (white)

MSNBC Live
Chris Jansing (white)
Tamron Hall (black)
Contessa Brewer (white)

Andrea Mitchell Reports
Andrea Mitchell (white)

The Dylan Ratigan Show
Dylan Ratigan (white)

Hardball
Chris Matthews (white)

The Ed Show
Ed Schultz (white)

Countdown with Keith Olberman
Keith Olberman (white)

The Rachel Maddow Show
Rachel Maddow (white)

NBC Cable Networks (all the presidents are white)

NBC News: Steve Capus (white)

NBC Sports: Dick Ebersol (white)

MSNBC: Steve Capus

CNBC: Steve Capus

Bravo: Frances Berwick (white female)

FearNet: Diane Robina (white)

Oxygen: Lauren Zalaznick (white)

Syfy: Dave Howe (white)

USA Network: Jeff Wachtel (white)

Weather Channel: Michael J. Kelley (white)

ShopNBC: Keith Stewart (white)

A&E Network (partial): Abbe Raven (white)

Biography Channel (partial): Bob DeBitetto (white)

Crime & Investigation (partial): Nancy Dubuc (white)

History Channel (partial): Nancy Dubuc (white)

Lifetime (partial): Nancy Dubuc (white)

Military History Channel (partial): Nancy Dubuc (white)

NBC Executive Leadership

JEFF ZUCKER
President and Chief Executive Officer, NBC Universal

MICHAEL BASS
Senior Vice President, Strategic Initiatives

Michael Bass was appointed Senior Vice President, Strategic Initiatives, in January 2008. In this position, Bass leads initiatives in support of the company's strategic priorities, including content development, international expansion, cross-platform opportunities, and digital growth. He works closely with the senior leadership team to ensure continued progress toward the company's goals. Bass reports to Jeff Zucker, President and Chief Executive Officer, NBC Universal.

LYNN CALPETER
Executive Vice President and Chief Financial Officer, NBC Universal

Lynn Calpeter was named executive vice president and chief financial officer of NBC Universal in May 2004. She is responsible for overseeing NBC Universal's financial planning and operations and plays a key role in the company's strategic business initiatives. She reports directly to Jeff Zucker, president and chief executive officer of NBC Universal.

STEVE CAPUS
President, NBC News

He is the No. 1 News Division executive and is responsible for all aspects of America's highest-rated and most-watched network News division, as well as ***MSNBC*** and ***NBC News Channel***. Capus is also the arbiter of issues involving ethics, style, standards, safety and other matters that affect the Division's journalistic bearing. Capus reports to Jeff Zucker, president and chief executive officer of NBC Universal.

MARC CHINI
Executive Vice President, Human Resources, NBC Universal

Marc A. Chini was named NBC Universal's executive vice president of Human Resources in February 2007. Chini is a GE officer and has been with the company for more than 20 years. He reports directly to Jeff Zucker, president and chief executive officer of NBC Universal.

RICHARD COTTON
Executive Vice President and General Counsel, NBC Universal

Rick Cotton was named executive vice president and general counsel of NBC Universal in August 2004. He supervises the NBC Universal Law Department, which provides legal advice to all NBC Universal business units for their ongoing operations and for new strategic plans and acquisitions. In addition, he oversees NBC Universal's global regulatory and legislative agenda, including the company's worldwide anti-piracy efforts. Cotton reports directly to Jeff Zucker, president and chief executive officer of NBC Universal

DICK EBERSOL
Chairman, NBC Universal Sports & Olympics

Ebersol has led NBC Sports for 20 years. In December 2003, Ebersol agreed to a nine-year contract to continue running NBC Sports & Olympics through 2012. He assumed his current title as Chairman of NBC Universal Sports & Olympics in May 2004 when NBC and Universal merged.

JOHN ECK
President, NBC TV Network and Media Works

Eck continues his executive leadership over information technology and studio operations across NBC Universal's extensive television networks, owned stations, and digital media properties. He also has executive responsibility for the company's film and TV production and post-production operations. The studio operations group is the largest such operation in North America, and is one of the top operations of its kind in the world.

JEFF GASPIN
Chairman, NBC Universal Television Entertainment

Jeff Gaspin has overseas all businesses, creative production, distribution and marketing aspects of NBC Universal's entertainment television operations. He is responsible for show such as "The Office," "30 Rock," "The Office," "Heroes," "The Apprentice," "The Tonight Show," "Saturday Night Live," and the "Law and Order" franchise.

ALLISON GOLLUST
Executive Vice President, Corporate Communications

She is responsible for communications policies and strategic positioning of NBC Universal's global assets, content, and executives.

MARK HOFFMAN
President, CNBC

Hoffman oversees the world's leading business news network. He reports directly to Jeff Zucker, president and chief executive officer of NBC Universal.

PAULA MADISON
Executive Vice President, Diversity, NBC Universal & Company Officer, General Electric

As the liaison between the company and key national and local leaders, Madison also serves as the diversity spokesperson for NBC Universal. Madison is responsible for working with the company's business executives to ensure the organization is an industry leader in developing the programs and culture that will enable the company to better reflect the makeup of its increasingly diverse, globally-based customers, clients and audiences.

RON MEYER
President and Chief Operating Officer, Universal Studios

Under Mr. Meyer's leadership, Universal has also produced such Oscar-winning box-office hits as "Shakespeare in Love," "Gladiator," and "A Beautiful Mind." He is the longest serving chief of a major motion picture company in the history of Hollywood (he has been COO since 1995). His current role as President and COO of Universal Studios includes oversight of ***Universal Pictures, Focus Features, Universal Television, USA Network***, the ***SCI FI Channel***, and Universal Theme Parks and Resorts.

CORY SHIELDS
Executive Vice President, Global Policy Strategies and Alliances

Cory Shields was appointed executive vice president of Global Policy Strategies

SALIL MEHTA
President, Business Operations, Strategy and Development

In this role Mehta is responsible for leading NBCU's global business strategy and corporate development activities, including identifying industry trends and investment opportunities and continuing to shift the company's portfolio toward high-growth areas. He also has executive responsibility for the the company's Digital Media team. Salil reports directly to Jeff Zucker, President and CEO, NBC Universal.

MICHAEL PILOT
President, Sales & Marketing, NBC Universal

Michael Pilot was appointed President of Sales & Marketing in December 2006. Pilot has overall executive responsibility for all areas of the company's television networks ***advertising sales*** and marketing efforts. He reports to Jeff Zucker, President and CEO of NBC Universal.

PETER SMITH
President, NBC Universal International

Smith is responsible for spearheading international business growth

and Alliances in June 2009. In this role, Shields serves as a high-level communications professional dedicated to strategically and consistently formulating public positioning and advancing NBC Universal's global intellectual property agenda. Shields reports to NBC Universal's President and CEO Jeff Zucker and to Executive Vice President and General Counsel Rick Cotton.

JOHN WALLACE

President, NBC Local Media

John Wallace is President of the NBC Local Media Division. He oversees the group's ten owned-and-operated television stations; its online properties and digital out-of-home division; the local lifestyle programming production company, LX.TV; and the in-house marketing and promotion company, Skycastle Entertainment. Wallace reports directly to Jeff Zucker, President and CEO of NBC Universal.

opportunities for NBC Universal in partnership with key leaders in each business. His role is focused on better leveraging NBCU's existing international business by coordinating efforts across all of the company's divisions to build growth, scale and synergies.

Facts About Comcast Corporation

Today, Comcast Corporation has acquired massive reach and influence on its path to becoming the nation's largest cable company, whose ***first quarter profits this year reached $9.2 billion*** (In 2008, the company collected over $34.3 billion in revenue). Comcast owns multiple ***cable franchises in 39 states***; it has ***23.9 million customers***; 15 million high-speed Internet customers, and 7 million voice customers. In context, Comcast has more customers than the number 2 and 3 cable operators combined: ***Time Warner has only 13.2 million customers*** and ***Cox Communications has 5.4 million customers***. Essentially, for a Network or new cable channel to be competitive and viable, it must do business with Comcast because of the number of homes the company reaches. Under the merger agreement, Comcast stands to gain majority ownership and control of NBC Universal's two broadcast television networks (NBC and Telemundo), its 26 local owned-and-operated broadcast television stations, several national cable programming networks, a motion picture studio, an international theme park business, and NBC's online content businesses.

Comcast has 13 members on its Board of Directors. Only one is African American – Kenneth Bacon. Comcast has 28 corporate executives. Only two of their corporate executives are African American. Comcast has 33 Division Executives distinguished by "Comcast Cable," "Comcast Programming Group," and Comcast Interactive Media. Only 2 of Comcast's 22 Cable Division executives are black. ***There are no minority division executives who head Comcast's Programming Group (the executives responsible for the overseeing Comcast's network programming. Only one of Comcast cable networks has an African president – the Style Network.*** There is one Latino who is responsible for advertising sales, but no minorities head the company's programming activities.

A merged Comcast-NBC entity will have the unprecedented capabilities and incentives to impede the success of independent programmers who offer consumers alternative sources of news and entertainment. As the owner of both content and the means of distributing that content, Comcast could undermine the many independent news, sports and entertainment channels that compete with the channels it owns. For example, Bloomberg is one of CNBC's direct competitors in cable. Once Comcast acquires CNBC, it will be in the position to disadvantage Bloomberg by offering the channel on a digital tier outside the reach of its target audience. Or, if conditions are not put in place, Comcast could exert an immense amount of leverage in negotiating carriage agreements with Bloomberg and other competing independent programmers (this is evident in Comcast's disputes with Wealth TV, the Tennis Channel, and the NFL Network).

Since Comcast owns multiple cable franchises in 39 different states and has 23.9 million customers, independent programmers would ultimately be forced to negotiate with Comcast. In turn, Comcast could explicitly refuse to carry the channel, suppressing the network's opportunity to compete and deliver an alternative news or entertainment source to the American public. I don't believe the consumers want the nation's largest cable operator to be

the gatekeeper over what the majority of American households view online and on television. The Federal Communications Commission must ensure that Comcast is prohibited from using its dominance to stifle its programming competitors.

The merged Comcast-NBC entity will also have the capabilities and incentives to increase the costs consumers pay for cable and satellite TV service, and undermine competition between video distributors. For example, in certain markets cable operators like RCN or Verizon FIOS compete with Comcast in providing Americans with an alternative cable subscription source. By combining NBC Universal's key programming assets (including 10 NBC local broadcast stations and numerous popular NBCU national cable networks) with Comcast's 10 regional sports networks, this new programming entity will have unrivaled market power to demand higher prices from cable and satellite operators. Thus, as the new owner of NBC's "must have content" (NFL games, Bravo, ScFy Channel, MSNBC, the Weather Channel, and other NBC Universal content), Comcast could unfairly charge competing cable operators exorbitant rates to carry their content. These additional costs would likely be passed to consumers, increasing Internet and cable subscription rates.

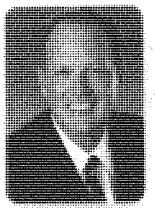
Comcast Cable Network Properties (only one network headed by a minority)

- **Golf Channel:** Page Thompson (white)
- ***Style Network**: Salaam Coleman Smith (African American, woman)
- **Versus:** Jamie Davis
- **Big Ten Network:** Mark Silverman
- **E!:** Ted Harbert (white)
- **Comcast Entertainment Group:** Ted Harbert (white)
- **G4:** Neal Tiles (white)
- **Sprout:** Sandy Wax (white)

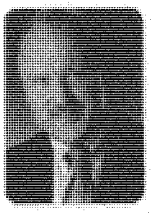
Comcast Cable

Comcast has 13 members on its Board of Directors. Only one is African American – Kenneth Bacon. Comcast has 28 corporate executives. Only two of their corporate executives are African American. Comcast has 33 Division Executives distinguished by "Comcast Cable," "Comcast Programming Group," and Comcast Interactive Media. Only 2 of Comcast's 22 Cable Division executives are black. ***There are no minorities who head Comcast's Programming Group and are responsible for the management of Comcast's network programming***. There is one Latino who is responsible for advertising sales, but no minorities head the company's programming activities.

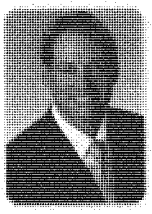
Neil Smit
President, Comcast Cable Communications



David A. Scott
Executive Vice President
Finance and Administration
Comcast Cable



David N. Watson
Executive Vice President
Operations
Comcast Cable



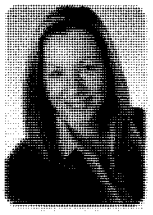
Madison Bond
Executive Vice President
Content Acquisition

Kenneth J. Carrig
Executive Vice President
Human Resources
Comcast Cable

David A. Juliano
Executive Vice President,
Marketing and Product
Development
Comcast Cable

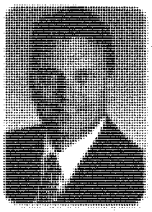
John Schanz
Executive Vice President,
National Engineering and
Technology Operations
Comcast Cable

Tony G. Werner
Executive Vice President and
Chief Technology Officer



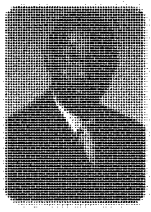
Catherine Avgiris
Senior Vice President and
General Manager
Communications and Data
Services
Comcast Cable

Andrew Baer
Chief Information Officer
Comcast Cable



Mitch Bowling
Senior Vice President and
General Manager of New
Businesses
Comcast Cable

Greg R. Butz
Senior Vice President
Product Development and
General Manager Media
Services
Comcast Cable



Douglas Gaston
General Counsel
Comcast Cable

Rick Germano
Senior Vice President
Customer Operations

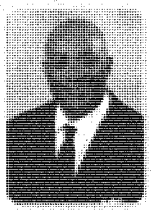
Peter Kiriacoulacos
Chief Procurement Officer &
Senior Vice President
Comcast Cable

Matthew Strauss
Senior Vice President
New Media
Comcast Cable

Kevin M. Casey
President
Northern Division
Comcast Cable

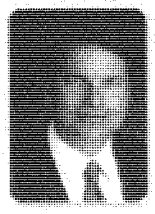
William Connors
President
Eastern Division
Comcast Cable

John H. Ridall
President
Southern Division
Comcast Cable



Steve White
President
West Division
Comcast Cable

William R. Stemper
President,
Comcast Business Services
Comcast Cable



Charlie Thurston
President
Comcast Spotlight
Comcast Cable

Comcast Programming Group

(No minorities manage network programming)

Jeff Shell, President, Comcast Programming Group

Jeff Shell serves as President of Comcast Programming Group. In his role, Mr. Shell oversees Comcast's interests in its national content networks and investments, including E! Entertainment Network, Style Network, G4, Golf Channel, VERSUS, TV One, PBS KIDS Sprout, CN8, and a variety of regional sports network investments and other businesses.

Joseph M. Donnelly, Chief Financial Officer, Comcast Programming Group

Joe Donnelly serves as Chief Financial Officer of Programming Group. He oversees the financial matters concerning Comcast Networks.

Page Thompson, President, The Golf Channel

As president of television's only 24-hour network devoted to the sport of golf, Page H. Thompson is responsible for overseeing all GOLF CHANNEL interests, including programming, production and operations, consumer and affiliate marketing, promotional strategies, home video and merchandising, as well as new media applications.

Ted Harbert, President & CEO, Comcast Entertainment Group

He recently was promoted to the new position of President & CEO of Comcast Entertainment Group, with oversight of the company's West Coast properties, including ***E! Entertainment Television***, ***Style Network*** and the male-targeting ***G4 network.*** Today, Harbert leads an executive team that oversees the company's flagship network, ***E! Entertainment Television***, available in 89 million homes; the rapidly growing lifestyle channel, ***The Style Network***, in 43 million homes; and ***G4 TV***, now in 59 million homes. He is also responsible for directing the activities of E! Online.

Jamie Davis, President, VERSUS

Jamie Davis joined VERSUS in September 2008 and ***oversees the network's day-to-day programming, production, marketing, finance*** and sales operations, while directing and executing an overall strategic growth plan and vision for the network. With Davis at the helm VERSUS has become the fastest growing ***sports cable network*** in the country, led by the monumental success of the 2009 NHL Stanley Cup Playoffs.

David T. Cassaro, President, Comcast Network Advertising Sales

Dave Cassaro oversees advertising sales for Comcast's national networks

Sandy Wax, President and General Manager, PBS KIDS Sprout

Sandy Wax is President and General Manager for PBS KIDS Sprout, the first and only 24-hour on-air, on demand and online service devoted to preschoolers and their parents and caregivers.

Jon D. Litner, President, Comcast SportsNet

Comcast Sports Group President Jon D. Litner, 46, is responsible for the ***strategy, programming, and day-to-day operations of*** the rapidly growing Comcast Sports Group family of ***14 regional sports and news networks***.

Diane L. Robina, President, Emerging Networks, Comcast Programming Group

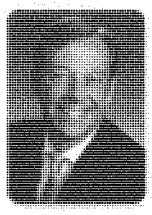
As President of Comcast Emerging Networks, Diane Robina is responsible for developing ***new networks*** and is also charged with cultivating and overseeing the conception, startup and operations of the newly created networks. The first of those networks - ***FEARnet a multi-platform network focused on horror films***, launched in the fall of 2006.

Neal Tiles, President, G4 Network

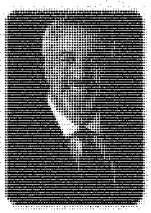
Neal Tiles joined G4 in September 2005 as president of the network. G4, the fastest growing network on television for 2006, launched in April 2002 and is now available in 59 million cable and satellite homes nationwide. The #1 podcasted cable network in America and a leader in VOD, G4's programming includes breaking video game industry news, trends, reviews, the hottest games and gear, celebrity interviews and insider opinions. Targeting the male 18-34 audience, G4 is the first and last word on games, sports, technology, animation, interactivity, the Internet and broadband.

Comcast Programming Group

Jeff Shell
President
Comcast Programming Group



Joseph M. Donnelly
Chief Financial Officer
Comcast Programming Group



David T. Cassaro
President, Comcast Network Advertising Sales
Comcast Content

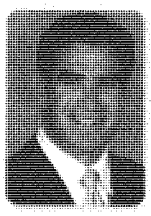
Page Thompson
President
The Golf Channel

Ted Harbert
President & CEO
Comcast Entertainment Group

Jamie Davis
President
VERSUS

Sandy Wax
President and General Manager
PBS KIDS Sprout

Diane L. Robina
President, Emerging Networks
Comcast Programming Group



Jon D. Litner
President, Comcast SportsNet

Neal Tiles
President
G4

Comcast Interactive Media

Amy Banse
President, Comcast Interactive Media &
Senior Vice President, Comcast Corporation

Mr. BOUCHER. Thank you very much, Ms. Waters. Appreciate your statement this morning.

We now will recognize our panel of witnesses, and they are here by invitation. The witnesses are here by invitation only.

Mr. FELDMAN. Mr. Chairman, I had submitted to your office a request to speak here.

Mr. BOUCHER. Sir, you're out of order. We are recognizing our witnesses at the hearing at this time.

Mr. FELDMAN. I ask you, please, to reconsider. I have testimony that I——

Mr. BOUCHER. Sir, I'm sorry. The witnesses are here by invitation only. And we will now recognize our panel of witnesses.

Mr. Jonathan Jackson is the national spokesperson for the Rainbow PUSH Coalition, and is speaking today on behalf of that coalition. Mr. Will Griffin is President and Chief Executive Officer of Hip Hop OnDemand. Mr. Samuel DeSimone is the General Counsel for EarthLink. Ms. Paula Madison is Executive Vice President and Chief Diversity Officer of NBC Universal. And Joseph Waz is Senior Vice President for Comcast Corporation.

We welcome each of you, and without objection, your prepared written statements will be made a part of the record. We would welcome your oral summaries. And in the interest of time, because we only have this room until 11:00 today, we would ask that you try to keep those oral summaries to approximately five minutes. That will leave for us ample time to take questions.

Mr. Jackson, we will be happy to begin with you.

STATEMENT OF JONATHAN JACKSON, RAINBOW PUSH COALITION; WILL GRIFFIN, PRESIDENT AND CHIEF EXECUTIVE OFFICER, HIP HOP ONDEMAND; SAMUEL R. DESIMONE, GENERAL COUNSEL, EARTHLINK; PAULA MADISON, EXECUTIVE VICE PRESIDENT, CHIEF DIVERSITY OFFICER, NBC UNIVERSAL; JOSEPH W. WAZ, JR., SENIOR VICE PRESIDENT, EXTERNAL AFFAIRS AND PUBLIC POLICY COUNSEL, COMCAST CORPORATION

STATEMENT OF JONATHAN JACKSON

Mr. JACKSON. Thank you, Chairman. My name is Jonathan Jackson. I'm the spokesperson for the Rainbow PUSH Coalition here in my father's behalf, Reverend Jesse Jackson.

First I'd like to say good morning, Mr. Rush, Ms. Waters and other members of the panel. I welcome this opportunity to speak to you today concerning the proposed merger between Comcast and NBC Universal.

In the context of economic emancipation, I ask what is Comcast's return on investment in assisting the economic empowerment of African American communities, and the underserved communities?

In other words, why is it good business for Comcast to address two of the nation's most important challenges; one, creating jobs, and, two, helping to connect every American, especially people that are marginalized in our country today, to vitally needed news, information, and broadband internet services?

With this proposed merger comes a rare, and perhaps the last opportunity to address critical issues in the global communications

landscape. Therefore, we take the following positions as this merger is considered.

An opportunity exists to create a new global media platform now. The opportunity exists to create a new minority-owned venture that can be empowered to create sustainable opportunities now. Diversity should be a top down priority in every aspect of the merger. The merger should not hinder new media, but help support it by creating new, more easily accessible technological platforms.

On to the point of ownership. There are three minority owners in the Chicago market, controlling a total of three stations, or less than 5 percent of all of the commercial radio stations in Chicago; WJOB–AM 1230, is controlled out of Hammon, Indiana-based Vasquez Development, a Latino-female-owned company; WLTH–AM 1370, controlled by WLTH Radio, an African-American-owned company; and WVON–AM 1690, controlled by Chicago-based African American-owned Midway Broadcasting Company.

In a city that's over 40 percent African American, there's a dearth of media ownership happening in Chicago today. What was old media—what is new media is looking more like more of the old media. I encourage you to let's create the opportunity now, that the ship has now left the station, so to speak. And what we're experiencing now is less diversity than ever before.

I can recall growing up when we saw an African American leading the news on CNN, we saw them at the White House years ago, and today it's none. In the City of Chicago, we have two, five, seven, nine, CLTV, what local networks that say you're proud to service the African American community.

We know the power of images on television. Until those persons that have the power assume the responsibility to project positive images, how can a community develop and sustain itself?

Some people need to be held accountable today. If we look at the music industry, we look at the film industry, I see that there's too much blame fixing on the children, and on the parents. Those corporate titans that have the power to shape the images, to shape the culture are not being held responsible for the music that's being produced, and the music that is being distributed. Some people would say they're only fulfilling the current need, that if people didn't like it, they wouldn't buy it. Well, if people don't have a choice, they succumb to whatever is left before them.

That is what I would encourage you to do. Let's create opportunities today. We're going through, if you will, the third evolution, now into the fourth evolution of wireless technology. This Committee has missed it all. We have food banks for over 600,000 people do not have adequate supply of food in the City of Chicago. That's a major issue. We have broadband deserts where people cannot register online cannot take classes online, cannot look up information online. In the heart of Englewood, where we've seen something very tragic happen just yesterday of another officer being killed in as few as two months. So, gentlemen and ladies of the Committee, I ask you to have that in your consideration. I yield the rest of my time.

[The prepared statement of Jonathan Jackson follows:]

Congressional Hearings on the
Comcast-NBC Universal Merger

Testimony from the Rev. Jesse L. Jackson, Sr.
President and Founder
Rainbow PUSH Coalition
July 8, 2010

Good morning. I welcome this opportunity to speak to you today concerning the proposed merger between Comcast and NBC Universal.

In the context of economic emancipation, I ask what is Comcast's Return On Investment (ROI) in assisting in the economic empowerment of African American and underserved communities?

In other words why is it good business for Comcast to address two of the nation's most important challenges: creating jobs and helping to connect every American, especially people of color, to vitally needed news, information and broadband internet services?"

With this proposed merger comes a rare -- and perhaps the last -- opportunity to address critical issues in the global communications landscape. Therefore, we take the following positions as this merger is considered:

- An opportunity exists to create a new global media platform now.

- The opportunity exists to create a new minority-owned venture.

- Diversity should be a top down priority in every aspect of the merger.

- The merger should not hinder new media, but help support it by creating new, more easily accessible technology platforms.

- Minority ownership and control must be a top priority.

- Representation in high level executive positions which ultimately affects programming, hiring within and on-air.

- Hire more people of color in senior level/decision making positions.

- Comcast / NBC Universal must focus recruitment by attending HBCU/Multicultural Career Fairs.

- Training programs must be developed and enhanced to increase minorities in leadership roles.

- Minority mentoring programs must be developed to encourage students and young adults to aspire to work in the telecom industry.

- Spend 25% of all advertising and marketing dollars with minority-owned firms.

- Spend 25% of all vendor dollars with minority-owned firms.

While the scrutiny of the merger transaction has primarily focused on the implications on national media and communications outcomes, this deal would be responsible for significant consequences in individual local markets.

For example, the Chicago area is the nation's third-largest radio and television market. Despite being a large market, Chicago is dominated by a handful of media companies. The proposed Comcast/NBC Universal merger will make this even worse. If this deal goes through, nearly a quarter of Chicago's commercial cable channels in the most popular cable package will be owned by Comcast.

Already, just four companies control nearly two-thirds of the Chicago area's local news market. The owner of the Chicago Tribune, WGN-AM 720 and WGN-TV, controls nearly one-fifth of the local news market for the entire Chicago area.

Television

Large conglomerates, such as Trihune Co., ABC/Disney, NBC/GE and Rupert Murdoch's News Corporation dominate the Chicago TV market. ABC/Disney and News Corporation together control nearly forty percent of the revenue in the market. News Corp., NBC/GE and Univision each own two stations ("duopolies"), accounting for nearly half of the full-power commercial stations in the market. After the merger, Comcast - who already controls much of the cable and Internet service in the city - will also control one of these duopolies.

Only two of the 13 full-power commercial TV stations in Chicago are locally owned and operated (WJYS, an independent affiliate owned by Jovon Broadcasting and WCIU, an independent affiliate owned by Weigel Broadcasting). Jovon's WJYS is the only commercial TV station owned by a racial or ethnic minority in the Chicago market. There are no full-power commercial stations in the greater Chicago area owned by women.

Radio

Clear Channel, CBS, Tribune Co. and Bonneville International are four national conglomerates that dominate the Chicago radio market, with CBS owning seven and Clear Channel owing six stations. Together, these four companies control nearly sixty percent of the revenue share in the Chicago market and capture over half of the entire Chicago radio audience. Nationwide, Clear Channel owns over 800 radio stations, CBS owns 130, and Bonneville owns 28. Non-local owners control over two-thirds of Chicago's commercial radio stations.

Ownership

There are three minority owners in the market, controlling a total of three stations, or less than 5 percent of all the commercial radio stations in Chicago: WJOB-AM 1230, controlled by Hammond, Indiana-based Vasquez Development, a Latino- female-owned company; WLTH-AM 1370, controlled by WLTH Radio, an African-American-owned company; and WVON-AM 1690, controlled by Chicago-based and African-American-owned Midway Broadcasting. Vasquez Development, WLTH Radio and Midway Broadcasting each own just a single station.

Media ownership in Chicago doesn't reflect the diversity of its population. Racial and ethnic minorities are 37 percent of the population in the Chicago TV market; 38 percent of population in the Chicago radio market; and nearly two-thirds of the population in the city of Chicago. However, racial and ethnic minorities own less than 4 percent of Chicago's full-power commercial radio and television stations. Women own just 6 percent of Chicago's full-power commercial radio and television stations, despite comprising over half the population.

We want to make sure that independently owned and controlled minority cable networks don't find it harder to gain carriage if this deal happens.

Back in the late 1960s and early 1970s, the civil rights community held out great hope that the emerging cable industry would be reflective of communities of color in programming, ownership and staffing. Our community hoped to not only own cable networks but cable franchises as well. But this simply hasn't happened.

Comcast is by far the biggest cable company in the country. One out of every four cable subscriber is a Comcast customer.

The FCC must make sure that there's a fair and enforceable process that ensures Comcast carries independent networks and programs and that there is a way for these networks to gain carriage or to resolve carriage disputes. The process must also ensure that Comcast won't favor their own programming and networks over their competitors.

Comcast must commit to making at least 10 percent of all of its networks on the basic tier – owned and controlled by people of color.

In addition, we want Comcast to make public the percentage of people of color employed by NBC News, MSNBC and CNBC and set aggressive benchmarks to ensure they reach parity in staffing.

We also want to make sure that entertainment programming owned by Comcast-NBC is also reflective of society and that the percentage of people of color in front and behind the camera also reaches parity. We want to see aggressive benchmarks to make this a reality.

But to set aggressive benchmarks, it's critical we have the data on the diversity in staffing at Comcast and NBC.

Most importantly, any agreement that is reached with Comcast to increase diversity must be enforceable. Comcast must amend their license application to include these agreements so that the company is accountable to the promises they make.

Finally, there is the increasing control that Comcast will have over access to broadband Internet service.

Citizens who are shut out of the online world are less able to become educated, gain critical job skills, manage their own health and that of their family members, and engage in even the most basic commercial activities and transactions.

Without access to broadband, marginalized groups are ill equipped to contribute to the nation's economy, and they increasingly face lives of diminished opportunity.

With people of color projected to become the majority of the U.S. population before mid-century, the rates at which poorer minority communities gain access to broadband have implications that go well beyond matters of simple fairness and equity and into the realm of strategic national importance.

It is imperative the Comcast NBC Universal merger support the following objectives:

1. **Create Jobs**. The relationship between capitol investment and job creation is key to creating high-tech jobs that are sorely needed.

. **Invest in and partner with minority-owned businesses**. Create new opportunities through investment in new technologies that support broadband and wireless technology.

3. **Broadband Adoption**. Establish sustainable broadband adoption efforts that aligned with key areas such as education, healthcare and employment that improve quality of life for African American consumers.

4. **Employment**. Reinforce policies to hire, retain and promote African Americans.

Thank you.

Mr. BOUCHER. Thank you very much, Mr. Jackson.

Mr. Griffin, we'll be happy to hear from you.

STATEMENT OF WILL GRIFFIN

Mr. GRIFFIN. Thank you, Mr. Chairman and members of the Committee, Congresswoman Waters, nice to see you again. Congressman Rush. Thank you for the opportunity to appear before you today to discuss the proposed combination of Comcast and NBC Universal, and who benefits from it.

By way of background, I have seen the inner workings of most of the major media companies. While in law school, my faculty advisor was current Deputy Commerce Secretary, Dennis Hightower, who was the first African American President of Walt Disney Television. As the Director of the Harvard Consultation Project, I was advised by former Motown Chairman, Clarence Avant, who opened the door of access into the CEOs of the major record labels which started my career in the media industry.

Subsequently, at McKinsey & Company's entertainment and media group, I worked on project at Time Warner during its post-merger integration with Turner, and I remember a discussion with AOL and Time Warner the same discussion, which was lack of broadband access, lack of diversity, and it was going to be the end of life as we knew it for all media companies, and it didn't work out for AOL for all practical purposes. I think all those intentions didn't come to pass.

But, subsequently, I joined News Corporate in the Strategy and Marketing Group, and for the past 10 years I've been an entrepreneur in African American media producing film with Reuben Cannon and Bishop TD Jakes, and ultimately running a film and television production company in partnership with Russell Simmons and Stan Lathan, where we created and launch Hip Hop OnDemand on Comcast five years ago.

These experiences have led me to support this joint venture with Comcast as the controlling partner for two overwhelming reasons. First, Comcast has the best Infrastructure of Inclusion to build upon in the media industry. And, two, African American consumers and policy makers have more potential leverage over Comcast than any other media company. I do not come to this conclusion lightly, because there is no doubt that the history of African Americans and media consolidation creates a visceral negative reaction to any merger or consolidation.

When I watch Congresswoman Waters' hearings or Congressman Rush president over the legislation for Wall Street reform to insure the Side Streets and main street are protected from the excesses of Wall Street, I applaud. Likewise, I applauded the field hearing in June in Los Angeles, and I believe this hearing is vitally important, because I remember sitting in my dorm room in 1992 when Bill Cosby expressed his desire to buy the NBC network, a network that he turned around with African American programming, and was told it was not for sale. It begged the existential question, "Why?"

Many African Americans remember when Fox launched with a focus on African American programming. They had iconic shows like Queen Latifah in "Living Single," "Martin," "Roc", "New York

Undercover." Then through a series of acquisitions, mergers, stock swaps and expansions into Fox News, the company has morphed into the monstrosity that we see today. From Queen Latifah to Glenn Beck. Why?

More recently, when Viacom's UPN and Time Warner's the WB merged, the first casualties were the African American shows, "Girlfriends," "Eve," "All of Us," "Everybody Hates Chris," that made up the bulk of UPN's line-up. Why?

Here's my answer; because advertisers have only been willing to pay for a limited amount of African American impressions, and will not pay for every African American view generated. It is why African American icons like Chicago's legendary Johnson Publishing with Ebony/Jet are in decline, and it should be the subject of future hearings. We are just a few blocks from many of the companies that control the main source of revenue in the media industry, and I think that they should be held accountable. That's necessary if we are to remove the primary barrier to growth and sustainability in minority media companies. Your intervention and oversight of the advertising industry is sorely needed.

This is true of my own experience with Hip Hop OnDemand. At about the same time that we launched on Comcast, three other African American channels also entered into long-term distribution agreements with Comcast, Video OnDemand, Quincy Jones III's channel, and TV One. Two of the other companies quickly folded because they couldn't secure advertisers. Fortunately, we had General Motors, the Coca Cola Company, and Reebok as charter sponsors. Then foreign-owned Adidas acquired Reebok and zeroed out their African American marketing budget. Then GM experienced their problems, came to Congress to bail them out, and re-emerged to profitability, and they have not come back to our channel, despite the fact that we have experienced viewership growth in each and every quarter. If my company was paid for every one of the 500 million potential ad impressions generated, I could have made my own run at NBC.

The root of the problem is this, advertisers' unwillingness to allocate minority marketing budgets in proportion to viewership ratings, which brings me to why I supposed this transaction.

Comcast has the best Infrastructure of Inclusion to build upon in the media industry. Some of the very systems at the core of the Comcast media empire were birthed by African American media owners. The Washington D.C. cable system was founded by Bob Johnson, and funded by Herb Wilkins and Syncom. Syncom in Chicago, along with John Johnson and George Johnson, founded the forerunner of Comcast's current Chicago Cable System. When the question is posed, "who benefits," I think this history is important to note. This effort is all the more significant that a city founded by African Americans was the first to put broadband access within the reach for so many African Americans. Chicago was the first of the Comcast markets to go all digital. Analog boxes were able to be traded in for digital boxes at no additional cost to the consumer. This is particularly relevant to African Americans, because broadband access was considered an additional expense. When the digital boxes came in, it became easy to buy broadband access as

part of a bundle, which I believe has contributed to helping increase broadband access in Chicago.

Chicago is very unique in the United States in that respect in terms of the digital divide and the ability to use cable to get broadband access into African American homes. As more cable boxes are rolled out in other markets it will help bridge the digital divide.

So, I think this history of Comcast corporate structure with African Americans is important, because I liken this corporate family tree to the Thomas Jefferson/Sally Hemming descendents, it's in your DNA, you might as well embrace it.

I believe they have. I listened with great interest at the Field Hearing on June 7th, and I also listened with great interest to Congressman Rush's Opening Statement in a March hearing with FCC Chairman on the National Broadband plan and its omission of potential benefits to Small and Minority-owned businesses.

In 2007, when Comcast allowed all of its Chicago analog subscribers to trade in their boxes, I believe they started going in the direction of what you were asking them in terms of the National Broadband plan. True, it's only a start, and more can be done, but I think this will be a big help in that direction.

In minorities, there are substantial minorities in management positions among its tens of thousands of minority employees in Comcast. Moreover, in each of the last five years, that number has continued to grow at a rate greater than that of whites in the corporate structure. The minority composition is vastly superior to any other media company, and is eons ahead of the advertising, telecommunications, and financial services industries. That context is extremely important when we evaluate Congresswoman Waters' numbers, because what she's saying is true. But I think if you begin to look in terms of the direction of where Comcast is going, it's headed in the right direction.

I'd also like to highlight some examples of how having thousands of minorities in leadership positions at Comcast has been invaluable to me as an African American media owner.

When we launched along with three other channels, it was because Comcast Corporate Vice President, Payne Brown, came to dozens of African Americans in the creative community to educate us on the video on demand platform, and the multi-billion dollar investment that Comcast was making to become the industry leader in VOD. When we saw the ability to get distribution and programming directly to our core viewers, we were one of the few who actually raised the capital, and secured the advertisers to pursue the opportunity. Once we were on the platform, we began to market our channel and get support from the African American General Managers, who run the cable systems here in Chicago, Washington, D.C., Houston, South Florida, and the entire Western Region of the United States, are run by African American General Managers at Comcast. It is no coincidence in the markets with the larger African American populations, and African American GMs are our top performing markets. As part of our ongoing process of making viewers aware of our channel, we have supplied information to Comcast's customer service teams, who are largely African American, and supervised by an African American female Senior

Vice President, it helps when explaining our channel to subscribers.

The result is that according to a study conducted by Starcom Media Group, African Americans are more than twice as likely to use VOD than any other demographic.

Mr. BOUCHER. Mr. Griffin, you have exceeded your allotted time. Now, if you could just wrap up, we would appreciate that.

Mr. GRIFFIN. Sure.

Mr. BOUCHER. We will come back to you for questions.

Mr. GRIFFIN. Sure. Well, I was reading the pages, but I believe the proposed Comcast-NBCU joint venture is a step in the right direction. Thank you.

[The prepared statement of Mr. Griffin follows:]

WRITTEN TESTIMONY OF

WILL GRIFFIN

CHAIRMAN AND CHIEF EXECUTIVE OFFICER
HIP HOP ON DEMAND

TO THESUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY
AND THE INTERNET
UNITED STATES HOUSE OF REPRESENTATIVES

HEARING ON

"COMCAST AND NBC-UNIVERSAL: WHO BENEFITS?"

July 8, 2010

Mr. Chairman, and Members of the Committee Congressman Rush, thank you for the opportunity to appear before you today to discuss the proposed combination of Comcast and NBC-Universal and who benefits from it.

By way of background, I have seen the inner workings of most of the major media companies. While, in law school, my faculty advisor was current Deputy Commerce Secretary Dennis Hightower, who was the first African-American President of Walt Disney Television. As the Director of the Harvard Consultation Project, I was advised by former Motown Chairman, Clarence Avant, who opened the door of access into the CEO's of the major record labels which started my career in the media industry. Subsequently, at McKinsey & Company's entertainment and media group, I worked on projects at Time Warner during its post-merger integration with Turner, and then later joined News Corp. in the Strategy and Marketing Group. For the past ten years, I have been an entrepreneur in African-American media producing film with Reuben Cannon and Bishop TD Jakes, and ultimately running a film and television production company in partnership with Russell Simmons and Stan Lathan, where we created and launched Hip Hop OnDemand on Comcast five years ago.

These experiences have led me to support this Joint Venture with Comcast as the controlling partner for two overwhelming reasons: 1) Comcast has the best Infrastructure of Inclusion to build upon in the media industry, and 2) African-Americans consumers and policy-makers have more potential leverage over Comcast than any other media company. I do not come to this conclusion lightly, because there is no doubt…

THE HISTORY OF AFRICAN-AMERICANS AND MEDIA CONSOLIDATION CREATES A VISCERAL NEGATIVE REACTION TO ANY MERGER OR CONSOLIDATION

When I watch Congress Rush preside over the legislation for Wall Street reform to ensure the Side Streets and main street are protected from the excesses of Wall Street I applaud. Likewise, I believe this hearing is vitally important because I remember sitting in my dorm room in 1992 when Bill Cosby expressed his desire to purchase NBC (a network that he turned around with African-American programming) and was told it was not for sale. And it begged the existential question "Why?"

Many African-Americans remember when Fox launched with a focus on African-American programming. They had iconic shows like Queen Latifah in *Living Single. Martin. Roc. New*

York Undercover. Then through a series of acquisitions, mergers, stock swaps and expansion into Fox News, the company has morphed into the monstrosity that we see today. From Queen Latifah to Glenn Beck. Why?

More recently, when Viacom's UPN and Time Warner's The WB merged, the first casualties were the African-American shows --*Girlfriends, Eve, All of Us, Everybody Hates Chris*-- that made up the bulk of UPN's line-up. Why?

Here's my answer: because advertisers have only been willing to pay for a limited amount of African-American impressions and will not pay for every African-American view generated. It is why African-American icons like *Ebony/Jet* are in decline and should be the subject of future hearings if we are to remove the primary barrier to the growth and sustainability of minority media companies. Your intervention and oversight of the advertising industry is sorely needed.

This is true of my own experience with Hip Hop OnDemand. At about the same time that we launched on Comcast, three other African-American channels also entered into long-term distribution agreements with Comcast: Vibe OnDemand, Quincy Jones III's channel, and TV One. Two of the other companies quickly folded because they could not secure advertisers. Fortunately we had General Motors, The Coca Cola Company, and Reebok as charter sponsors. Then foreign-owned Adidas acquired Reebok and zeroed out their African-American marketing budget. Then GM experienced their problems, came to Congress to bail them out, and re-emerged to profitability, and they have not come back to our channel - despite the fact that we have experienced viewership growth in each and every quarter. If my company was paid for every one of the 500 Million potential ad impressions generated, I could have made my own run at NBC!

The root of the problem is this: advertisers' unwillingness to allocate minority marketing budgets in proportion to viewership ratings -- which brings me to why I support this transaction.

COMCAST HAS THE BEST INFRASTRUCTURE OF INCLUSION TO BUILD UPON

IN THE MEDIA INDUSTRY

Some of the very systems at the core of the Comcast media empire were birthed by African-American media owners. The Washington DC cable system was founded by Bob Johnson and funded by Herb Wilkins and Syncom. Syncom, along with John Johnson of Johnson Publishing, founded the forerunner of Comcasts' current Chicago Cable System. When the question is posed, "who benefits", I think this history is important to note. This effort is all the more significant that a city founded by an African-American was the first to put broadband access within reach for so

many of its African-American residents. I liken this corporate family tree to the Thomas Jefferson/Sally Hemming descendents -- it's in your DNA, you might as well embrace it.

I believe they have. I listened with great interest to Congressman Rush's Opening Statement in a March hearing with FCC Chairman Genachowski on the National Broadband plan and its omission of the potential benefits to Small and Minority-owned businesses. In 2007 when Comcast allowed all of its Chicago analog subscribers to trade in their analog for digital boxes at no addition fee it opened the door to broadband internet access to all of its inner city and suburban cable subscribers. It was an industry first that has accelerated broadband adoption in Chicago's minority communities. In its official response to this committee's questionnaire, Comcast has quantified its thousands of minorities in management positions and its tens of thousands of minority employees. Moreover, in each of the last five years, that number has continued to grow at a rate greater than that of whites in its corporate structure. This minority composition is vastly superior to any other media company and is eons ahead of the advertising, telecommunications, and financial services industries. That context is extremely important. But I'd like to highlight some examples of how having thousands of minorities in leadership positions at Comcast have been invaluable to me as an African-American Media owner.

When we launched along with three other African-American channels, it was because a Comcast Corporate Vice President, Payne Brown, came to dozens of African-Americans in the creative community to educate us on the video on demand platform and the multi-billion-dollar investment that Comcast was making to become the industry leader in VOD. When we saw the ability to get distribution and programming directly to our core viewers, we were one of the few who actually raised the capital (from Syncom and Pacesetter Capital Group) and secured the advertisers to pursue the opportunity. Once on the platform, we began to market our channel and get support from the African-American General Managers who run the cable systems in Chicago, Washington, DC, Houston, South Florida and the entire Western Region of the United States. It is no coincidence that the larger markets with African-American GMs are our top performing markets. As part of our ongoing process of making viewers aware of our channel, we have supplied information to Comcast's customer service teams who are largely African-American and supervised by an African-American Female SVP. It certainly helps when explaining our channel to subscribers.

The result is that, according to a study conducted by Starcom Media Group, African-Americans are more than twice as likely to use VOD than any other demographic.

Finally, when our channel had trouble securing sponsors, Comcast packaged our channel along with some of their properties and was able to secure sponsors for us, which subsequently decided to advertise directly with us because of what we were able to deliver.

Moreover, Comcast has served as our syndicator and secured us distribution on Cox, Insight, Bresnan and other cable systems, almost doubling our distribution reach –despite the fact that Comcast has no equity position in our company.

This brings me to my second reason for supporting this transaction…

AFRICAN-AMERICAN CONSUMERS AND POLICY MAKERS HAVE MORE POTENTIAL LEVERAGE OVER COMCAST THAN ANY OTHER MEDIA COMPANY

As a result of its origins in urban population centers, the bulk of Comcast's early and current subscribers are African-American -- the estimates range from twenty to twenty-five percent of Comcast's subscriber base. If Comcast fails to live up to its Voluntary Commitments to add more independent channels, promote African-Americans into leadership positions, or allow minority media owners to purchase assets they divest, these consumers could be mobilized and have a direct impact by switching service providers.

This is far more direct and immediate market leverage than minorities have over other media companies through the indirect impact of boycotting advertisers of networks.

A second layer of leverage unique to Comcast is that in each of its markets, Comcast must get is franchises renewed and many of these major markets are run by African-American and Hispanic state representatives, mayors, city councils and directors of cable franchising commissions at both the state and local levels. If Comcast fails to live up to its commitments, we can prevail upon these officials to act and apply greater conditions upon renewals of cable franchise agreements.

This leverage is effective and even more potent when combined with the Hispanic influence at the state and local level in the Western and Southern regions that represent the core sources of Comcast's future growth plans.

Now some have called for Congress and the FCC to exercise regulatory leverage at the federal level by mandating that Comcast set aside twenty-five channels for African-American media owners, defined as 100% African-American owned. It is not that the demand is too high, it is that the demand is unworkable for a couple of reasons.

If you define African-American Media Ownership at 100% , that undercuts the long-standing and important work that Congressman Rush and Rev. Jackson with his Rainbow PUSH Wall Street Project have fought for for years -- namely, getting Public Pension funds to invest in minority asset managers who in turn invest in minority media firms like Radio One and Hip Hop On Demand. Although we control the voting equity (and in our case almost all of the equity), we are still not considered African-American owned by some. This untenable definition may explain why we have not received an invitation, call, email. or even a Facebook friend request to join the

Coalition of African-American Media Owners. The definition creates a coalition that is so exclusive that there is nobody there. The idea that the Company that Cathy Hughes founded and she and Alfred Liggins built that reaches tens of millions of African-Americans each day through Tom Joyner, Roland Martin and thousands of African-American employees is not Black enough almost disqualifies someone from a serious discussion of African-America media ownership. This line of racial purity in public policy almost cost us a chance at American History. Our President is Black enough. And so is TV One and so is Hip Hop On Demand.

This proposed myopic approach attempts to measure African-American media ownership with a protractor, when what is truly needed is a compass. The True North is heading in the direction of greater distribution access on more platforms, increased leadership inside of media companies, and combining our influence to secure our fair share of advertising dollars. True North is also exercising our potential leverage by staying connected to our viewers and communities and working together to develop the next generation of African-American media owners to the travel along the trails we blaze today.

For all the reasons stated above, I believe the proposed Comcast-NBCU Joint Venture is a step in the right direction.

Mr. BOUCHER. Thank you very much, Mr. Griffin.
Mr. DeSimone.

STATEMENT OF SAMUEL DESIMONE

Mr. DESIMONE. Good morning, Chairman Boucher, Chairman Rush, Representative Waters. Thank you for inviting me to testify today on behalf of EarthLink.

EarthLink is one of the national's largest, oldest independent internet service provider. And by independent, we're not affiliated with facilities-based provider of telephone, cable, or satellite services. We serve nearly 2 million customers nationwide with dial-up, broadband, and other internet services, and frequently receive awards for our customer service innovation.

I appear today to urge that the approval of the proposed merger between Comcast and NBC be conditioned on Comcast's entering into contractual arrangements with independent ISPs, like EarthLink, for wholesale, non-discriminatory broadband access, services at reasonable rates and terms.

Since EarthLink's founding in the dial-up in the mid-1990, our mission has always been to provide consumers a fast, unfiltered direct connection to the content of the entire World Wide Web. EarthLink is one of the only ISPs out of thousands that offered dial-up access business that has been competing in the broadband market during the last decade.

As we look at the emerging broadband services and the proposed merger, we believe independent ISPs can and should play an important role in the broadband marketplace. The proposed merger would significantly change the US media and internet landscape. A dramatic increase in the scope and scale of Comcast's control over the programming and content, combined with its dominant gateway control of the broadband network raises the risk that this will result in less competition, less consumer choice, decreased information diversity, reduced broadband investment and higher cost for consumers.

The merger will create even broader economic incentives for Comcast to deny wholesale broadband access to competing ISPs. These enhanced incentives will flow from Comcast's need to protect the incumbent cable and anything you have to protect the growth of online video. It is reasonable to expect the push for Comcast to address these online stresses and formulate a business strategy, such as, one, tying consumer access to online content to a cable TV subscription so that the two can either break the bundle or cut the cord. Two, engage in broadband network practices that discriminate against competing online video distributors. Three, withhold information involving rivals from Comcast and NBC affiliated programming and content. Four, enforcing conceptual description of the current cable carriage agreements that prevent video programmers from offering further linkages to other online competitors. Five, increasing the slice of broadband access especially in areas where it's the only high-speed provider to discourage its use for online video.

Whether distinctly or in combination, these strategies would harm consumers by forcing them to purchase bundles of services they do not need or want, and at higher prices for Wholesale

Broadband Access Service. U.S. consumers would have more choices of broadband providers to access this new generation of internet services.

In these difficult economic times, this choice would give consumers the option to break the bundle and purchase only the services they need. Independent ISPs will have strong incentives to bring consumers independent video without bundling of services that dominates the market today. In such an environment, a diverse array of independent video programmers will also benefit because independent broadband ISP will have no incentive to restrict access to their programming. The resulting competition for content diversity will help keep cable prices in check.

These arrangements should be modeled on our successful arrangement with Time Warner Cable. Our original agreement with Time Warner arose from conditions imposed by the FCC on the AOL–Time Warner merger in 2000, under which Time Warner grants us the right to provide our award-winning service to consumers over their cable network, and in exchange we pay a mutually agreed upon fee to Time Warner. This agreement was renewed in 2006, and continues to be mutually beneficial today. We have found that bringing consumers a valuable, competitive alternative helps drive broadband adoption and usage.

EarthLink's recommended solution is simple, narrow, low-cost, easy to implement, and has already proven to be effective in the marketplace. EarthLink believes competition would help U.S. consumers fully realize the power of diversity, and the possibilities of the internet. Thank you, and I look forward to your questions.

[The prepared statement of Mr. DeSimone follows:]

SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY AND THE INTERNET OF THE COMMITTEE ON ENERGY AND COMMERCE UNITED STATES HOUSE OF REPRESENTATIVES

TESTIMONY OF SAMUEL R. DESIMONE, JR.
GENERAL COUNSEL AND SECRETARY
EARTHLINK, INC.

REGARDING

COMCAST AND NBC UNIVERSAL: WHO BENEFITS?

JULY 8, 2010

Good morning, Chairman Boucher, Chairman Rush, other members of the Committee, thank you for inviting me to testify today on behalf of EarthLink.

My name is Samuel R. DeSimone, Jr. and I am General Counsel and Secretary of EarthLink, Inc. EarthLink is one of the nation's largest independent[1] Internet Service Providers (ISPs), with approximately 750,000 broadband and 900,000 dial-up Internet access subscribers. Since the dawn of retail broadband in 1998, EarthLink has actively pursued the rollout of broadband Internet access services to Americans throughout the country, building value-added consumer offerings that utilize wholesale broadband transmission inputs from Broadband Providers. Today, EarthLink delivers broadband to hundreds of thousands of American consumers, who enjoy EarthLink's nationally-recognized and award-winning broadband Internet

[1] An "independent" ISP is a provider of Internet access and related services that is not affiliated with a facilities-based provider of telephone, cable or satellite services.

access services.[2] EarthLink has the experience and history promoting broadband innovation and choice for consumers that few, if any, companies can rival. For years, EarthLink has been at the forefront of the effort to ensure that consumers have the opportunity to experience innovative, affordable and competitive ISP services.

I. INTRODUCTION: STAKES ARE HIGH FOR CONSUMERS AND THE GROWTH OF THE INTERNET.

The proposed combination of Comcast-NBCU would create a communications and information behemoth that will alter the American media landscape. The "new" Comcast would control a vast swath of the media, including the nation's largest cable network, numerous cable channels, broadcast programming, national, regional and local programming networks, major market broadcast stations, interactive video services, video on-demand and pay-per-view services, online video distribution, online interactive services and programming guides, theatrical motion picture production and content, wireless Internet services, and substantial Internet content.

The dramatic increase in the scope and scale of Comcast's control over programming and content, combined with its dominant gateway control over the broadband access network, raises the risk that the transaction will result in less competition, diminished choice, decreased information diversity, reduced broadband network investment, and higher costs for consumers. At a time when broadband-driven online platforms are beginning to usher in a new era for

[2] Among EarthLink's awards are: *Highest in Customer Satisfaction Among Dial-Up Internet Service Providers*, J.D. Power and Associates, in 2007 and 2008; *Top Three in Customer Satisfaction Among DSL Providers, East and West Regions*, J.D. Power and Associates, 2008; *Highest in Customer Satisfaction Among Residential Internet Service Providers, West Region*, J.D. Power and Associates, 2009; *Top Three in Customer Satisfaction Among Residential Internet Service Providers (tied with Verizon), South Region*, J.D. Power and Associates, 2009.

consumers to view, share and interact with innovative video programming, there is a serious risk that this promise could be cut short.

In economic terms, as explained in the attached report of Professor Simon Wilkie, the proposed combination has both vertical and horizontal impacts upon competition that undermine the public interest.

II. THE MERGER COULD HARM CONSUMERS IN AT LEAST THREE WAYS

1. Reduced Internet Services Available to Consumers

The merger will create even stronger incentives for Comcast to deny wholesale broadband access on reasonable terms to competing ISPs, which can offer consumers a choice of Internet providers. These enhanced economic incentives to block ISP competition flow from Comcast's needs to protect its incumbent cable revenues as well as NBC revenues from the threat of the Internet. Today, consumers have very few choices when it comes to the broadband pipe into the home. Unfortunately, the merger will only make it worse for consumers who want a different choice -- and some competition -- of ISPs.

The last-mile high-speed Broadband Access Service market today is characterized by a lack of competition, high entry barriers, and high end-user switching costs. FCC data consistently show that Broadband Access Service is overwhelmingly offered and provided only by either the incumbent wireline telephone carrier or the incumbent cable company, presenting a classic economic case of duopoly, with market control by just two dominant providers.[3] The most recent data of the FCC confirms that, while approximately two-thirds of residential high-

[3] *See, e.g., FTC v. H.J. Heintz*, 246 F.3d 708, 724 (D.C. Cir. 2001) ("In a duopoly, a market with only two competitors, supracompetitive pricing at monopolistic levels is a danger."); United States Dept. of Justice Antitrust Div. and Federal Trade Commission, *1992 Horizontal Merger Guidelines,* 57 Fed. Reg. 41552, § 0.1 (1992) ("where only a few firms account for most of the sales of a product, those firms can exercise market power, perhaps even approximating the performance of a monopolist. . .").

speed connections are at 3 Mbps or higher, only the cable and incumbent telephone companies offer such services, with little evidence that mobile data offerings offer a competitive alternative at this time.[4] The FCC's *National Broadband Plan* also found that this market is substantially non-contestable: "Building broadband networks—especially wireline—requires large fixed and sunk investments. Consequently, the industry will probably always have a relatively small number of facilities-based competitors, at least for wireline service."[5]

The U.S. Department of Commerce's NTIA agrees that consumers frequently have limited, and often no, choice among broadband access providers.[6] The U.S. Department of Justice has further concluded that consumers seeking to use the most bandwidth-intensive applications may have only a single viable choice of broadband access provider.[7] Importantly, and as the FCC described in its *National Broadband Plan*, the current broadband duopoly is receding to a monopoly market, as approximately 75% of U.S. consumers "will likely have only one service provider (cable companies with DOCSIS 3.0-enabled infrastructure) that can offer very high peak download speeds."[8] Further, the significant switching costs associated with this market, including long-term contracts with consumers, the bundling of voice and video services, specialized CPE that must be installed to change providers all lend advantages to the early-on legacy entrants and limit consumer choice.

---

[4] *See High-Speed Services for Internet Access: Status as of December 31, 2008*, FCC Report, Chart 11, 13 and Table 6 (rel. Feb. 2010).

[5] Federal Communications Commission, *Connecting America: The National Broadband Plan* at p. 36, GN Dkt. 09-51 (rel. Mar. 16, 2010) ("*National Broadband Plan*").

[6] *See* Letter from Lawrence Strickling, Assistant Secretary for Communications and Information, Dept. of Commerce, NTIA, to Julius Genachowski, Chairman, FCC, at 3, GN Dkt. 09-51 (filed Jan. 4, 2010) ("*NTIA NBP Letter*"); *id.* at 6 (broadband is at best a duopoly in many areas of the country).

[7] *See Ex Parte* Submission of the Department of Justice to FCC, at 14, GN Dkt. 09-51 (filed Jan. 4. 2010).

[8] *National Broadband Plan* at p. 42.

For consumers, this has meant that even as broadband providers' deployment costs continue to fall,[9] consumer prices have increased,[10] with the greatest increases in markets where only one broadband provider offers service.[11]

Comcast's refusal to offer EarthLink wholesale services in the majority of its footprint has essentially excluded EarthLink and other independent ISPs from providing consumers a choice of competitive broadband services in many markets where Comcast is the only high-speed option. EarthLink's current contractual arrangement with Comcast is limited geographically in scope to the Boston, Seattle, and Houston markets, as well as a few other relatively small metropolitan areas, which represent only a small fraction of consumers passed by Comcast. Moreover, the pricing of this limited arrangement renders the wholesale service uneconomic for consumers. As a result, competition and consumer choice is further constrained.

2. Reduced Access to Online Content

The growth of broadband Internet usage is converging traditional television and online video, creating new platforms for video programming distribution. No longer limited to the traditional linear video programming from broadcasters and multichannel video program distributors (MVPDs), consumers are increasingly turning online to enjoy a wide range of "over-

[9] *See Costs of Providing Broadband Dropping*, Broadband DSL Reports (May 4, 2009), *available at* http://www.dslreports.com/shownews/Cost-Of-Providing-Broadband-Dropping-102253 (noting, for example, an 18% drop in Time Warner Cable's costs of providing service from 2008 to 2009).

[10] *See* Saul Hansell, *As Costs Fall, Companies Push to Raise Internet Price*, New York Times (Apr. 19, 2009), *available at* http://www.nytimes.com/2009/04/20/business/20isp.html?_r=1 (while it costs Comcast an average of $6.85 per home to double Internet capacity within a neighborhood, its upgraded higher speed services are priced at over three times existing 8 Mbps services).

[11] *See* John B. Horrigan, *Home Broadband Adoption 2009*, Pew Research Center Publications (Jun. 17, 2009), *available at* http://pewinternet.org/Reports/2009/10-Home-Broadband-Adoption-2009/3-Connections-costs-and-choices/5-Choice-and-price.aspx?r=1. ("Among broadband subscribers who report that one company serves their area, the average monthly bill is $44.70. Among broadband subscribe[r]s who report that more than one company serves their area, the average monthly bill is $38.30.").

the-top" video, including user-generated content, web-originated entertainment, educational programs, and news, political, religious, and public affairs programming. Online video program distributors (OVPDs) and other online video programming sources like MUZU TV, Vimeo, Veoh, Vudu, Sony, YouTube, blip.tv, Netflix and a growing number of others offer a range of content, choice and interactivity that is often superior to linear television. The consumer impact is already beginning to be felt: 800,000 households have dropped their cable television subscription entirely in favor of online options and this number is expected to grow to 1.6 million by 2011.[12]

For the public, the evolution of online video is increasing innovation, facilitating user interaction, sharing and creation of video, enhancing consumer experiences, and driving greater broadband adoption and usage. In addition to accessing professional video, online users can also tap into amateur videos on an enormous range of topics when choosing what to watch. Users are also able to upload their own responsive videos to what they see on the OVPD services (*e.g.*, responding to political programming with a different opinion, or uploading a "sequel" to professional programming); post instant commentary and reviews of programming; share content with others; and integrate video into other online content such as social media, web forums, and other online communities.

The costs and ease of market entry in the OVPD market substantially enhances diverse and minority viewpoints. Since online video runs "over the top" of an existing broadband network, it does not require the massive expenditure of technology, capital, and time typical to provide MVPD services. Barriers to entry are lowered further by elimination of prolonged

[12] Erick Schonfeld, *Estimate: 800,000 U.S. Households Abandoned Their TVs for the Web*, TechCrunch (Apr. 13, 2010), *available at* http://techcrunch.com/2010/04/13/800000-households-abandoned-tvs-web/.

placement negotiations with program networks and broadcast stations, and/or MVPDs. Further, since the content is online and publicly-available, the OVPD market has low service switching costs for consumers. OVPDs can also help free consumers from the service bundles commonly encountered with MVPD service.

It is reasonable to expect the post-merger Comcast to formulate business strategies and actions that address these exciting *but threatening* online developments. Comcast makes significant revenues from the operations of its traditional cable television business. Moreover, both Comcast and NBCU earn significant revenues from payments for programming carriage from MVPDs. In short, Comcast's economic incentives are such that it fares far better by ensuring that online video does not develop as a substitute for cable television service.

Post-merger, Comcast has the ability to take a number of actions to address the growing online threat, including: (i) tying consumers' access to online content to retention of a cable television subscription so that consumers can neither "cut the cord" nor "break the bundle;" (ii) engaging in broadband network practices that block, degrade, or discriminate against online traffic to or from OVPD competitors and consumers; (iii) setting the capacity of bandwidth allocated to its Broadband Access Service at such a low level, or engaging in similar network configurations (while reserving capacity for its affiliated IPTV offerings), so as to effectively foreclose unaffiliated OVPD services; (iv) withholding or raising OVPD rivals' costs of access to Comcast and NBCU affiliated programming and content; (v) obtaining contract restrictions from providers of unaffiliated video programming as part of cable carriage arrangements that prevent unaffiliated video programmers from offering programming to OVPD competitors; and (vi) increasing the price for standalone broadband access service, especially in areas where it is the only feasible high-speed provider, to discourage its use for online video.

Whether singly or in combination, these actions may significantly harm consumers and impede broadband adoption and use. Further, with fewer online outlets available, these actions could also have negative impacts on independent programmers, and the diversity of information sources and perspectives available to the American public. With fewer voices, and fewer OVPD channels for expression, local, minority and underrepresented groups in the U.S. will be particularly harmed.

3. **Higher Prices and Less Choice for Consumers**

In these difficult economic times, consumers are looking to reduce costs by using an attractively-priced, standalone broadband Internet service rather than subscribing to a more expensive bundle offered by incumbent providers such as Comcast. This trend will increase as online video develops further. Moreover, the resulting competition and content diversity of broadband video could help to keep cable prices in check and support innovation and investment by all broadband content and service providers, helping to drive broadband deployment, adoption, and competition.

Unfortunately, for the reasons discussed above and in Professor Wilkie's attached report, the merger may increase Comcast's incentives to offer only the bundle and to prevent independent ISPs from offering a standalone broadband alternative. This will mean that consumers cannot "break the bundle" of high priced offerings when consumers only want – or can only afford – one or two services in the bundle. Comcast will also have an even greater incentive to stop customers from "cutting the cord" – choosing online video rather than a cable television subscription -- to save on cable television subscriptions that consumers may no longer be able to afford.

III. A SIMPLE AND LOW-COST STRUCTURAL SOLUTION: WHOLESALE STAND-ALONE ACCESS FOR ISPs

EarthLink believes there is a simple, cost-effective, and proven remedy to address several of the potential harms resulting from the Comcast-NBCU merger. Federal regulators should condition approval of the transaction upon the provision by Comcast of nondiscriminatory wholesale standalone Broadband Access Service to at least four independent ISPs across the Comcast broadband territory at reasonable rates and terms. This condition would use the successful broadband access condition adopted by the FTC in the AOL-Time Warner merger approval as a model, as it has proven to be a success for broadband consumers and an efficient nudge toward market-based arrangements that meet consumer needs. Notably, this wholesale access condition would also pay Comcast a reasonable fee for use of its broadband access service, thus expanding Comcast's network to new users that cannot afford Comcast bundles and enhancing broadband adoption on terms that are commercially reasonable for both Comcast and the independent ISP. Consumers, however, are the greatest beneficiary – they will have a choice of ISP, and have the chance to save money by choosing just broadband access service.

Further, such a condition mitigates Comcast's strong incentives to pursue a strategy to prevent unaffiliated OVPDs from establishing a foothold, and would nudge Comcast toward an open model. At the same time, the condition will allow unaffiliated ISPs to support the market for online programming and content by providing an independent avenue for distribution. Additionally, competitive broadband alternatives increase the incentives of all broadband providers to offer better services in order to compete. Over time, the success of independent ISPs will contribute to reducing Comcast's incentives to tie the availability of online content to a cable subscription, benefiting all consumers. Further, independent broadband access providers

will increase the ability of consumers to "cut the cord" by eliminating cable television service. This, in turn, will restrain Comcast from raising cable prices in order to retain consumers.

Additionally, the condition will also increase the diversity of information sources, a basic tenet of communications policy. Ensuring that independent voices have distribution options outside of Comcast, including through unaffiliated OVPDs and ISPs, increases the diversity of viewpoints and independent programming for all consumers. This is especially important for underserved minority and disadvantaged populations who rely on the Internet to distribute their messages. The emergence of online video and development of unaffiliated OVPDs has the potential to allow independent voices to reach large and diverse audiences.

IV. CONCLUSION

Thank you again for the opportunity to testify today. I look forward to answering any questions you may have.

Mr. BOUCHER. Thank you very much, Mr. DeSimone.

Ms. Madison, we'll be happy to hear from you.

STATEMENT OF PAULA MADISON

Ms. MADISON. Thank you. Chairman Boucher, Representatives Rush, Buyer, and Waters, it's a pleasure to be here today in Chicago to discuss the Comcast-NBC joint venture.

As the home of two iconic African American-owned media businesses, a professional and personal friend and hero of mine, the late, great Vernon Jarrett, the Dean of Black Journalism, the windy city is a fitting backdrop for today's hearing.

My written statement discusses in great detail the consumer- and innovation-related benefits of the deal, so I'd like to use my opening statement to highlight another important issue, the positive impact that this transaction will have on diversity.

Although I currently serve as the Chief Diversity Officer for NBCU, and report directly to our President and CEO, Jeff Zucker, my career with the company began more than two decades ago in the newsroom as an Assistant News Director at WNBC, our flagship station in New York City.

As I rose through the ranks of NBCU to become the first African American female President and General Manager of KNBC in Los Angeles, I experienced first-hand the company's commitment to diversity. During those years, I also made it a personal and professional priority to recruit, cultivate, and promote talented executives of color, so when Jeff Zucker approached me in 2007 about leaving the helm of KNBC to assume the role of Chief Diversity Officer, it was an opportunity that naturally complemented my career in the company.

I decided to take on the new challenge, not because I needed to, but because I believe in NBC Universal, and remain deeply committed to helping people of color, both new hires, and existing executives succeed in the media and entertainment industry.

One powerful example of the diversity issue within our company is my dear friend, Celia Chavez, the dynamic President and General Manager of WSNS Telemundo here in Chicago, who's here with us today. A 22-year veteran of the television business, Celia joined Telemundo in 1995, and has served in senior leadership roles in several major markets across the country, including Los Angeles, San Antonio, Los Vegas and Denver.

Since joining WSNS here in Chicago, Celia has launched several new programs, including Hablando Claro, Speaking Clearly, a public affairs show focused on helping Chicagoans improve their daily lives. This city, NBC Universal, and Telemundo are all lucky to have Celia on their team.

On the issue of diversity, enormous progress has been made in the five months since Mr. Zucker and Mr. Roberts testified at length before this Committee. Through a longstanding ongoing open dialogue, we've made real progress in addressing important issues raised by organizations representing communities of color, as well as some concerns members of Congress, as you heard here today.

In early June, as an outgrowth of these talks and our own internal discussions, Comcast-NBCU announced a comprehensive series

of formal joint diversity commitments covering a wide range of areas, workforce recruitment and career development, supplier diversity, media ownership, programming, and community investments and partnerships.

In recent weeks, these important careers have been supplemented by an agreement among Comcast-NBCU, and several prominent organizations, including the National Council for La Raza, the Hispanic Association on Corporate Responsibility and the National Hispanic Media Coalition.

I'd like to take a minute to draw your attention to some key details of the joint diversity commitments, which are attached in full to Joe Waz's testimony. Although I hope you'll have an even closer look at these documents, which I have here with me in order to better understand the depth and breadth of the commitments, let me point out some of the highlights of this document.

At their core, these commitments not only build upon the success of past efforts at NBCU, but break new ground. Whether it's the establishment of four new external diversity councils to advise senior management, or the commitment to increase diversity among executive ranks with the assistance of professional search firms with proven track records of success, or the continued expansion of the geographic footprint in original programming budgets at Telemundo, or the significant increases in minority procurement and community philanthropic investments. These deals include concrete and tangible benefits for those who, like me, care deeply about diversity.

As a veteran of the broadcast news business, I also want to mention the positive impact the Comcast-NBC new joint venture will have on free over-the-air broadcast television and news. By permitting to invest going forward in Telemundo and NBC News owned and operated stations, Comcast is clearly demonstrating its willingness to support this important industry, which millions of families, a disproportionate percentage of whom are low-income and minority, continue to rely on for their news, weather, sports, and entertainment programming.

This deal does not resolve all of the unanswered questions, or solve every problem industry faces, but one thing is clear. It is an important and significant step in the right direction. As Vernon Jarrett famously said in his last column before retiring, the struggle goes on. And just as I have for the past 20 plus years, I remain committed to continuing an open dialogue with anyone and everyone who is willing to work collaboratively and productively with NBC Universal, and the industry as a whole, as we take positive strides forward in advancing the cause of diversity. I look forward to answering the Subcommittee's questions. Thank you.

[The prepared statement of Ms. Madison follows:]

HOUSE ENERGY & COMMERCE SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY AND THE INTERNET
FIELD HEARING

CHICAGO, IL

WRITTEN TESTIMONY OF

PAULA MADISON
EXECUTIVE VICE PRESIDENT, DIVERSITY, NBCU
VICE PRESIDENT, GE

JULY 8, 2010

Chairman Boucher, Representative Rush, Members of the Committee, and Members of Congress: Thank you for the opportunity to appear at this hearing on the proposed sale of NBCU to a joint venture between Comcast and GE.

I began my career as a reporter and worked as a professional journalist and news executive for more than 30 years. In 1989, I joined WNBC - NBC's flagship station in New York City - as the assistant news director. I then became Vice President and News Director in 1996. In that year, WNBC's newscast was ranked number one in every day part for the first time in 16 years. In 2000, I became the President and General Manager of KNBC in Los Angeles as well as the regional GM for both of Telemundo's LA stations. I also took on the role of NBC's Senior Vice President, Diversity. For my last two years as the GM of KNBC (2006-2007), KNBC led NBC's owned and operated stations in profitability for the first time in the Division's history. In May 2007, NBC Universal President and CEO Jeff Zucker announced that diversity would be one of his five strategic priorities for NBCU and asked me to work on diversity full time and to serve as the company's Chief Diversity Officer reporting directly to the CEO. I appear before you today as a 21-year NBC veteran who now serves as Executive Vice President, Diversity, for NBCU and as a GE Vice President.

NBCU has a long association with the City of Chicago. Our two Chicago stations, NBC 5 and Telemundo, together employ more than 302 people in this city. We are proud of the quality they offer: the Illinois Broadcasters Association has repeatedly named NBC 5 Station of the Year, and together, these stations have tied for or won more Emmy's than any other Chicago station the past two years. The relationship between NBC 5 and Telemundo, which is led by my friend Celia Chavez, has resulted in a bilingual, co-located news operation. The stations are fully integrated and share many functions, while at the same time they maintain a strong individual voice.

NBC Universal's movie division is also no stranger to Chicago. We have made four movies in Chicago over the last four years: "Little Fockers: Meet the Parents 3"; "Public Enemies"; "Couples Retreat"; and "The Express." These four films injected over $50 million into the local economy, including paying some 8,000 local workers almost $27 million in wages.

These examples illustrate the importance of Comcast's commitment to grow all the NBCU businesses: a thriving NBCU means more investment and more jobs for reporters, actors, writers, truck drivers, caterers and drycleaners in Chicago and all over the United States.

Today I would like to address two subjects - first, the overall benefits of this transaction, and second, the impact and benefits this transaction will have on diversity, a subject that members of this Committee asked about on February 4 and have continued to address since then.

The heart of this deal is about joining Comcast's world-class technological distribution capabilities with NBCU's world-class content production. Comcast is committed to investing in NBCU to support and enhance both the quality and the quantity of our content and to exploring ways to generate more options for consumers to enjoy that content. That new investment by Comcast is critical. It will benefit the content production community generally - as well as the audiences who love NBCU programming and films. And as Comcast has explained, it will use its advanced platform to deliver the benefits of the "anytime, anywhere" delivery options that today's consumers demand - not only for our terrific NBCU content, but for content from producers large and small, black and white and brown. In such a competitive and dynamic industry, this deal will make both partners better and more vibrant competitors.

At the time this deal was announced, we believed strongly that the whole of our combined entities would be greater than the sum of its parts, benefiting consumers, viewers, communities, our companies and the broader entertainment industry community. Since we last appeared before this Subcommittee, that belief has only been strengthened by recent developments. We are also proud that a growing number of others have also reached the same conclusion. For example, we have reached an agreement with the NBC affiliates that provides them assurances that Comcast's commitment to the broadcast business is strong and meaningful, and they have given their support for the transaction. Given the critical importance of our partnership with our broadcast affiliates, this is a very significant and welcome development. Similarly, Comcast has reached an understanding with the non-NBC affiliates that assures them about the separation and integrity of retransmission consent negotiations following the deal's closure.

Beyond these affiliate agreements, we have also made progress in other areas since our last appearance before you. Specifically, in light of the focus by many Members of Congress on diversity issues, Comcast and NBCU have made an unprecedented series of commitments on all aspects of diversity within the two companies. Ranging from diversity in programming and news to diversity in procurement, workforce development and philanthropic investment, these commitments demonstrate the high priority we place on these issues and the seriousness of purpose we bring to improving diversity in both companies following the transaction. (The companies' commitments on diversity issues are described more fully later in the testimony and in the attached summary, "Comcast and NBCU's Summary of Diversity Commitments".) It is important to recognize that these commitments are the result of many months of extensive conversations with leaders of some of the most influential diversity organizations in the country. Lastly, the growing number of voices that have expressed their support for the transaction gives further evidence of its broad appeal and the wide array of benefits it would bring to consumers and the public. Hundreds of letters in support of the transaction have been filed, ranging from

Members of Congress and governors all the way to grassroots organizations, citizens, stakeholder groups and local officials -- including one from Mayor Daley. These statements of support reinforce our view that this transaction will be good for our consumers, for our companies, for greater diversity within our companies, and for the communities where we work every day.

I. Benefits of the Comcast/NBCU Joint Venture

On February 4, this Committee heard from our President and CEO, Jeff Zucker, and Comcast's CEO, Brian Roberts, on the many benefits of the proposed transaction. Let me briefly outline the benefits this transaction will bring.

A. Investment in NBC and Content Production

Comcast's support for investment in the new NBCU's content creation will benefit consumers by assuring and expanding the supply of high quality content. In turn, this support also benefits the broadcast, cable and film production communities. Importantly, this support also extends to local and diverse programming. This much-needed investment will preserve and create sustainable media and technology jobs, benefiting the content production community generally.

i. Broadcast

The NBC broadcast network has been an iconic brand for more than 75 years. Over that entire time span, NBC has been committed to producing high quality, desirable and popular programming for the American viewer.

The broadcast side of our business has faced significant challenges in recent years, as stations have come under increasing financial pressure and have searched for additional revenue streams to remain viable. As part of this transaction, Comcast has committed to maintaining NBC's free, over-the-air broadcast service through our stations and local affiliates across the U.S.

This commitment is an enormous benefit of the transaction, in our view, and it has been greatly underappreciated. Because a significant proportion of diverse communities continue to rely heavily on broadcast for their television viewing, Comcast's commitment to free over-the-air television will be particularly important to these communities. And it will also give NBCU the resources it needs to keep free over-the-air service, including local news, available and of high quality.

Comcast's commitment to NBC's broadcast business has critical importance for our broadcast production. In this upcoming season, NBC has commissioned 20 new pilots, more than either CBS or Fox. As we strive to offer quality programming that will attract large audiences, we welcome Comcast's commitment to invest in and sustain production of our programming.

Comcast has also committed to work to find a sustainable business model for broadcasting. In particular, Comcast has expressed a willingness to play a constructive role in

the retransmission consent negotiations between broadcast stations and MVPDs. As everyone recognizes, broadcast stations have struggled to survive on advertising revenue alone. These retransmission consent negotiations have the potential to provide broadcast stations with a second stream of revenue to reinvigorate that business. Comcast's support for this evolution as embodied in this transaction gives us optimism that the struggling broadcast business can develop a new and sustainable business model for the future.

As tangible evidence of Comcast's commitment to sustain broadcast television, Comcast, NBCU, and our affiliates entered into negotiations designed to demonstrate that commitment in tangible terms for our affiliates. We are pleased that those negotiations concluded in an agreement with the affiliates. Those commitments include assurance to the affiliates that (1) many major sporting events will continue to be broadcast on the NBC broadcast network, and Comcast will not migrate them to cable channels; (2) retransmission consent negotiations and affiliate agreement negotiations will be conducted separately and without influence on one another; and (3) NBC's program schedule will remain competitive with the other three networks. These critical commitments, along with other key provisions of the agreement, reinforce the value of Comcast's commitment to the broadcast business.

ii. Cable Production

NBCU's cable networks have increasingly commissioned original programming, which will result in expanded production of cable television content. In today's struggling economy, this represents an opportunity for much needed growth in a signature American industry, with obvious benefits for the many people in the production business. With Comcast's partnership, NBCU will be able to further expand and enhance our content production and development. It is often said that a rising tide lifts all boats, and that saying rings true here.

iii. Film Production

Another important aspect of our content development and production is Universal Studios. Comcast has been a leader in developing On Demand distribution of films and has stated its ambition to accelerate the ease with which consumers can access film content. Comcast's support for continued investment in top quality film content, as well as its interest in expanded distribution of that content, will provide opportunities to the entire content production community while at the same time benefiting consumers in the new "anywhere, anytime" digital world.

iv. News and Local Programming

Comcast's commitment to preserve NBC News' journalistic independence is vital. NBC News has an unmatched reputation for integrity and excellence. On the local level, Comcast's commitment to the vitality of the broadcast side of the business will foster local newsgathering and news programming. NBCU and Comcast have voluntarily made significant commitments to strengthen local and public interest programming. (See attached Comcast/NBCU Transaction Public Interest Commitments.) Indeed, as part of this transaction, we have committed that NBC's owned-and-operated stations alone will collectively produce an additional 1,000 hours a

year of local news and information for local market distribution. In short, the joint venture with Comcast will preserve and enrich the output of local news, local public affairs and other public interest programming.

v. Telemundo

Particularly close to my heart, NBCU and Comcast are also committed to investing in and expanding their diverse programming. NBCU owns Telemundo, which is not only a major Spanish language broadcast network, but has also become - through NBCU's leadership - the second largest Spanish-language content provider in the world. As a leader in producing original content made by Hispanics for Hispanics, Telemundo is a proud member of the U.S. Hispanic community.

GE/NBCU acquired Telemundo for $2.7 billion in 2002, followed by an additional $900 million to acquire stations and create Telemundo Studios and Telemundo International to develop and produce original programming. NBCU created Telemundo's hugely vibrant Spanish-language production facilities in the United States. Today, Telemundo produces more than 3,000 hours of original content a year. Telemundo Studios provides hundreds of creative and production jobs to talented Hispanics, developing diverse talent in front of and behind the camera. We are also proud that Telemundo today has more Hispanic executives in its senior executive leadership than at any other time in the history of the company. In 2002, when NBCU bought Telemundo, 33% of Telemundo's leadership team was Hispanic; today, Hispanics constitute more than 80% of Telemundo's senior executive leadership. This team leads approximately 1,400 full-time employees, 85% of whom are Hispanic.

Furthering its commitment to the Hispanic community, Telemundo owns and operates mun2, the bilingual lifestyle cable network for today's culture connectors (C2s) - bicultural Hispanics 18-34. As the fastest growing cable network for young Hispanic Americans, mun2 is culturally grounded and reflects the best of both worlds. mun2 reaches more than 34 million U.S. households and is the only national bilingual cable network measured by Nielsen NTI. Mun2 is proof positive that NBCU and Telemundo recognize the importance of the bicultural Hispanic audience and want to serve them with quality content.

The proposed joint venture will enhance Telemundo's service to the Spanish-language audience in various ways. For example, within twelve months of closing the transaction, Telemundo will launch an entirely new Spanish-language multicast channel on the digital spectrum of Telemundo's owned and operated local stations and offer that channel to all Telemundo affiliates.

B. Expanded Content Distribution and Delivery Innovation

As discussed above, Comcast's support for investment in content creation promises to enhance both the quality and the quantity of our programming, which will expand our audience and improve our ability to compete within the industry. In turn, by offering NBCU's enhanced and expanded programming on Comcast's cutting edge "anytime, anywhere" delivery platforms for viewers, Comcast and NBCU can better meet consumer demand while at the same time

exploring new and innovative ways to deliver entertainment value to current and new consumers. Broader distribution of our content will benefit NBCU and expand our audience, and the ability to offer more and better content on more platforms will enhance Comcast's ability to serve its consumers and its incentive to continue to innovate to meet ever-changing consumer demands in this vibrant and competitive industry.

The combined entity will be best positioned to provide the delivery innovation that today's consumers demand. As Brian Roberts observed in separate appearances before four different Congressional committees in explaining this transaction, Comcast operates in an intensely competitive and dynamic environment. We are moving into a world in which consumers are enjoying unprecedented options for how they get the content they want from legitimate sources. No one can predict or dictate the business model that will succeed in the future of such a fast changing and technology-dependent industry. With this joint venture, Comcast will have a solid footing in both the content production and distribution worlds - as the company's leaders have stated, content and distribution work well together, and create more opportunities to innovate. As distribution models evolve, Comcast and NBCU together will be better prepared to find new models to better serve all audiences.

II. Diversity Initiatives

At the first hearing that this Committee held on the proposed transaction back in February in Washington, D.C., Members of this Committee, including Mr. Rush, expressed great interest in how the proposed joint venture would affect diversity. Motivated in large part by your interest and that of the diverse communities with whom we work daily, we have declared our goal of building on our current diversity records through a series of concrete commitments and initiatives on diversity that the two companies are prepared to undertake following the close of the transaction. I am pleased to attach "Comcast and NBCU's Summary of Diversity Commitments." I will note that these commitments have evolved over many months based on extensive conversations with leaders of some of this nation's most influential diversity organizations.

NBCU has a strong track record of being committed to the principles of diversity throughout the company, and we have made significant progress. But we also recognize that there are many areas where we can and must do more. We are focused on diversity issues on multiple fronts, including programming, procurement, philanthropy and community investment, and the development of our workforce. Following the proposed transaction, Comcast and NBCU will retain and strengthen their commitment to diversity.

A. NBCU Diversity Initiatives

As the Chief Diversity Officer of NBCU - and as an African American woman - I want to express my appreciation to our CEO Jeff Zucker who has made diversity one of his top five key strategic goals for the company and has supported me in our very substantial diversity efforts. As the Committee well knows, the effort to bring diversity to corporate America must be a continuous one. I believe we have shown strong leadership in this regard. Let me tell you some of what we do today and some of our post-transaction plans.

i. Diversity In The Organization

NBCU is committed organizationally to diversity. I am proud to serve as the Corporate Diversity Officer for a media company with a wide range of initiatives designed to increase diversity in our workforce. In addition to my role as the Corporate Diversity Officer, NBCU has established an NBCU-wide corporate Diversity Council, which I chair. This Diversity Council consists of the heads of each division within NBCU and reports directly to the CEO. Each division also has an individual business Diversity Council that sets goals at the division level and reports directly to each division head.

Under Jeff Zucker's leadership, the diversity of our U.S. full-time employee population has increased from 24% to nearly 30%. Including Telemundo, our diverse full-time employees constitute more than 35% of our staff population. Women and minorities combined represent over 60% of our full-time workforce. Minority and women executives constitute roughly 40% of our executive ranks.

ii. Benchmarking

In order to make progress toward our diversity goals, NBCU is committed to benchmarking. We set annual diversity goals at both the corporate level and at each business unit level. We report annually to a coalition of four organizations (the National Association for the Advancement of Colored People (NAACP), American Indians in Film and Television, the National Asian-Pacific American Media Coalition, and the National Latino Media Council) on our corporate diversity efforts, with particular emphasis on programming/content, procurement, and our pipeline programs. I also consult with each of the four groups individually on diversity issues on a quarterly basis. These efforts to benchmark our progress are important drivers of our company behavior.

iii. Procurement

NBCU commits significant resources to supporting supplier diversity. This support is reflected in NBCU's procurement track record. In 2009, NBCU spent $100 million with women-owned businesses and $140 million with minority-owned suppliers. This $240 million total represents more than a ten-fold increase in our spending with women and minority-owned businesses since 2000. NBCU has also pledged that following the deal closing we will increase this spending 20 percent per year over the next two years. And with the investments and resources that Comcast will bring to the joint venture, we are committed to maintaining and expanding our strong network of diverse suppliers.

iv. Philanthropic Investment

NBCU also supports diversity initiatives through its philanthropic and community investment. In 2009, NBCU committed approximately $3.5 million to philanthropic efforts, including its support of NBCU Foundation programs. Approximately half of these donations and grants benefited community-based youth and family organizations, most of which have a strong

presence in diverse communities. We support initiatives geared toward improving middle and secondary school achievement, and the majority of the groups we support serve racially diverse, underserved communities. We plan to expand this commitment by at least 10% annually for the next three years.

We are also proud to be one of the largest supporters of the Emma L. Bowen Foundation for Minority Interests in Media. The Emma Bowen Foundation is dedicated to preparing minority youths for careers in the media industry. In addition to providing internships and financial support, NBCU has welcomed the Emma Bowen Foundation into our DC offices, where we provide *pro bono* administrative support to the program. A significant number of the students supported by the Emma Bowen Foundation have taken positions at NBCU, Comcast and elsewhere in the industry.

v. ***Entertainment Programming***

Perhaps some of the best evidence of NBCU's commitment to diversity in programming can be found in the shows we have selected for NBC's fall lineup and our summer reality shows. Three of the most widely anticipated pilots scheduled to air in the fall feature diverse actors in significant roles: *Undercovers* has two diverse leading roles, the lead character in *Outlaw* is diverse, and *The Event* will feature a diverse actor playing the President of the United States, I'm proud to say, emulating real life. And, of our seven summer reality shows, three have diverse hosts. All seven have diverse contestants.

More generally, NBCU continues to increase diversity in front of and behind the camera. Over just the past year, NBC increased its use of minority actors (31 to 33%), writer/producers (12 to 14%) and directors (9 to 11 %); USA increased minority actors (19 to 23%) and writer/producers (14 to 18%); Syfy increased minority writer/producers (4 to 10%). Minority talent already represents 37% of the talent in front of the camera at the Oxygen network. Our efforts to identify diverse talent are aided on the television side of the business by fact that the casting department is headed by a diverse executive.

NBCU believes that attracting and retaining the best, most diverse talent provides a significant advantage in the media and entertainment industry. NBCU develops diverse talent through its Diverse Writers Program, Directors Fellowship Program, and other Professional Development Programs. Through the Directors Fellowship Program, NBCU offers diverse participants opportunities to shadow a Directors Guild of America (DGA) director, as well as to gain exposure to other aspects of NBCU Television Studios production. Through the Diverse Writers Program, NBCU has funded a writer from a minority group for three years for each scripted series on the NBC broadcast network and for NBC's three late night programs. This program has added at least 100 diverse writers to the creative community. Following the closing of the joint venture, NBCU will not just continue this program but will expand it to cover scripted series on our cable networks.

Additionally, NBCU's Professional Development Programs offer hands-on experience in programming development and management, and other areas of our business through our other pipeline programs, including the Entertainment Associates program, the Universal Pictures

Leadership Program, and our Internship Programs. NBCU also builds diverse relationships by hosting two formal networking events each year to create employment opportunities for diverse directors, writers, and directors of photography. Through these networking events, NBCU brings diverse talent together with our senior executives in the feature, broadcast, cable and digital divisions of NBCU (at the president, executive vice president, senior vice president and vice president levels). NBCU will double the number of these events to one per quarter as part of the new joint venture.

vi. News

NBC News, Telemundo and both NBC's and Telemundo's owned-and-operated stations have made diversity in newsgathering a priority. NBC supports diversity in news programming through recruitment outreach to minority journalists, as well as through its Professional Development Programs. Specifically, the Diversity Leadership Program for mid-career diverse producers and associate producers is an 18-month program designed to train and develop them for executive producer roles. The NBC News Summer Fellowship Program sponsors paid internships every summer for diverse candidates selected jointly with trade associations representing diverse journalists, and the News Associate Program identifies aspiring journalists who bring diverse backgrounds to news production and news coverage. Finally, NBC recruits every year at the annual conventions of trade associations representing diverse journalists, and we participate in career fairs, networking events, and other outreach to minority journalists.

vii. Diversity in Ownership

I know the question of diversity in media ownership and production is of particular concern to Mr. Rush. Earlier I mentioned a number of ways that the transaction will help to diversify media ownership and production opportunities, including the creation of new linear and On Demand distribution. There is another important way in which we believe this transaction will add media ownership diversity.

NBCU is in the process of divesting its ownership interest in KWHY-TV, an independent Spanish-language broadcast station in Los Angeles. This presents a key opportunity for minority ownership in one of the nation's top two largest media markets. To facilitate this opportunity, NBCU has established a process to identify potential buyers and has selected the Minority Media and Telecommunications Council ("MMTC") as co-advisor for this transaction. MMTC has had demonstrable success in identifying qualified minority buyers in similar divestitures.

Conclusion

Although Comcast's and NBCU's records on diversity are solid, and in many key respects are among the best in the industry, we are always looking for ways to improve. Comcast and NBCU have both witnessed the benefits of successful diversity programs to the business. That is why we are committed to developing and refining best practices for diversity, and we will always welcome your input on our progress. The combined entity will build upon and strengthen both NBCU's and Comcast's commitment to diversity as a corporate value and to promoting diversity throughout all levels of the organization. Comcast and NBCU will also

create an integrated organizational structure to promote the values and goals of diversity in the combined entity.

NBCU's support of diversity initiatives has been well recognized. As the Emma Bowen Foundation noted in a recent letter, "NBC executives have continuously served on the Foundation's Board of Directors to help guide the growth and development of the Foundation's program." Through its sponsorship of the Foundation, NBC has helped to launch the media careers of diverse young professionals.

Additionally, the National Association of Black Journalists (NABJ) recently recognized NBCU's diversity efforts with respect to newsgathering by awarding NBC News and NBC Local Media its highest honor for a news organization: the Best Practices award. As stated by NABJ's Vice President-Broadcast Bob Butler, "According to NABJ's annual survey of broadcast news management, NBC Universal contains the most African-American Vice Presidents, General Managers, News Directors, Senior and Executive Produces in its Network News Division and in its owned-and-operated stations than any broadcast or cable network in the country."

And last year, NBCU was proud to receive the Congress of Diversity Executives Leadership in Diversity Award for Leadership From The Top, in recognition of our innovation, creativity, courage and leadership in addressing diversity and inclusion.

I am proud to lead NBCU's strong diversity efforts, and I am excited by the possibilities of the proposed joint venture. I look forward to answering your questions.

Mr. BOUCHER. Thank you very much, Ms. Madison.
Mr. Waz.

STATEMENT OF JOSEPH WAZ

Mr. WAZ. Chairman Boucher, thank you, and thanks again for the opportunity to be here with you and your colleagues this morning.

You presented the topic of this hearing in the form of a question: "Comcast and NBCU Universal: Who Benefits?" I appreciate the opportunity to answer that question.

I believe that the benefits of this transaction will promulgate to the nation's economy, to all subscribers, multi-channel video services, whether for Comcast or our competitors to all who rely on over-the-air broadcasting, to independent programmers, to creators of color, and to many, many others. I'd like to use my time to summarize some of these benefits.

By bringing together content and distribution in this transaction, we see significant opportunities to grow our businesses, and to preserve and grow jobs in this sluggish economy. As our Chairman and CEO, Brian Roberts, has said on a number of occasions, "This transaction is a bet on America at a time when few such bets are being placed."

Consumers will benefit because this transaction will accelerate the anytime, anywhere digital video future the consumers want and demand. All consumers will benefit because as Comcast becomes more innovative, our competitors in satellite, phone company, and other video providers need to innovate, too.

As Ms. Madison explained, this transaction will benefit households that rely primarily on over-the-air broadcast TV, which are disproportionately minorities, senior citizens, and low or fixed income. Although broadcasting is a challenged business, we have committed to invest in NBC and Telemundo to make them stronger and to make the services continue to meet the needs of over-the-air viewers, and all viewers.

Independent content providers will also benefit. We can never possibly serve the needs of all viewers solely with the content that this company will own. This transaction will help open up new opportunities on our OnDemand and online platforms, as well as our traditional cable platform, that we'll be pleased to discuss. And we hope that this will make possible many more success stories like those of Will Griffin and other independent content creators and entrepreneurs.

In addition, we committed to add 10 new independently owned and operated cable networks over the next eight years, and we will dedicate most of those new opportunities to channels that are already owned and controlled. Moreover, as NBCU divests one of its Los Angeles television stations, it has committed to do its best to insure that a minority owner will acquire this station. And in the event that any future divestitures of broadcast or cable assets, we will take special steps to seek minority purchasers.

Diverse communities across America will benefit. We have set a series of diversity goals in procurement, employment, governance and philanthropy to build on our current records, to help implement and monitor these initiates. As Ms. Madison mentioned, we

will establish a joint diversity council to work collaboratively with our combined companies. The joint council will comprise councils representing the African American, Hispanic, and Asian Pacific Islander communities, and a fourth council to include representatives of veterans, the LGBT community, and people with disabilities, among others.

Labor unions and guilds who produce creative content will benefit. We have reached out to them to convey our commitment to honor existing collective bargaining agreements, and we are grateful for the favorable comments on our joint venture for the Teamsters and the Directors Guild of America. Also benefitting in the transactions and parents and care givers, minority entrepreneurs, and new technology, and many others. And I hope to be able to say more about this during question time.

Many of the public interest benefits I described flow organically from this transaction. Others are the result of discussions we've had over the last six months with responsible organizations and leaders who have thoughtfully raised their concerns, and worked with us in good faith to address them. For example, as Mr. Buyer has noted, we had discussions with NBC network affiliates and non-NBC affiliates. They wanted to ensure that our commitments were sincere and we have reached a firm that they believe that. We've also met with diversity leaders, independent producers, and many others. We have reached a number of mutually satisfactory agreements with various stakeholders, and hope to announce more in the coming weeks.

I think this shows how Comcast has always approached our business and our public interest responsibilities through a willingness to have open dialogue with reasonable people about legitimate concerns. And we always sought resolutions that are good for all sides.

Mr. Chairman, I'd like to close by noting the massive record of support for transaction at the FCC. As of last Friday, over 860 organizations and leaders, including 84 members of Congress, eight governors, over 115 state legislators, over 40 mayors, and countless Chambers of Commerce, civil rights, civic and community organizations have filed supportive comments. More than 100 of these filings came from Greater Chicago, and, Mr. Chairman, with your permission, I'd like to ask that they be made part of the record.

Mr. BOUCHER. Without objection, that will be included in the record.

Mr. WAZ. Thank you, sir.

Mr. BOUCHER. Does that conclude your testimony?

Mr. WAZ. One last comment, if I may.

Mr. Chairman, I'm also pleased to share with you, with Mr. Rush's and your acquiescence a letter that our Executive Vice President and Chief Diversity Officer, David Cohen, has sent to Congressman Rush. The letter summarizes some further refinements of our diversity commitments that were brought up in our discussions with Congressman Rush. We also continue to discuss certain concerns that Congresswoman Waters has and were brought to our attention, as well.

And we've very excited about this transaction. Thank you for the opportunity to share our views, and now I do look forward to your questions.

[The prepared statement of Mr. Waz follows:]

WRITTEN STATEMENT OF

JOSEPH W. WAZ, JR.
SENIOR VICE PRESIDENT
EXTERNAL AFFAIRS AND PUBLIC POLICY COUNSEL
COMCAST CORPORATION

AND

PRESIDENT
COMCAST FOUNDATION

TO THE
HOUSE COMMITTEE ON ENERGY AND COMMERCE
SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY, AND THE INTERNET

JULY 8, 2010

Mr. Chairman and Members of the Subcommittee, I am pleased to join you here in Chicago to discuss Comcast Corporation's ("Comcast") proposed joint venture with General Electric Company ("GE") to form a new NBC Universal ("NBCU").

The topic of this hearing takes the form of a question: "Comcast and NBC Universal: Who Benefits?" The beneficiaries include the nation's economy, everyone who subscribes to multichannel video services — whether from Comcast or our competitors – as well as viewers who rely on broadcast television, the independent programming and production community, communities of color, and many more.

Comcast customers will benefit because this transaction advances the "anytime, anywhere" digital video future they want and demand. *Over-the-air TV viewers* will benefit because Comcast is committed to maintaining free, over-the-air broadcast television, through NBC's and Telemundo's owned-and-operated stations and in partnership with NBC's and Telemundo's local affiliates throughout the nation. *Diverse populations* will benefit because Comcast has committed to expand its diversity efforts in five critical areas: governance, workforce recruitment and career development, procurement, programming, and community investment and partnerships. *Local and rural communities* will benefit from a stronger NBC network, strong local affiliates, and our commitment not only to maintain news and information programming, but also to add 1000 hours of local news and information programming. *Parents and kids* will benefit because we have committed to expand programming choices available to children and families on our broadcast, cable, On Demand, and online platforms, and help parents make more informed choices about the content their children watch. *Independent producers* of film and television, as well as *independent programming networks,* will benefit because Comcast has committed to expand its digital line-up by adding more independently-owned and -operated channels. The *guilds and unions* that help to produce creative content will benefit because Comcast has committed to honor all of NBCU's existing collective bargaining agreements. The

employees of Comcast and NBCU will benefit because, despite challenging economic times, Comcast is working hard to sustain and grow its businesses in order to provide gainful employment. The *U.S. economy* will benefit because by bringing together content and distribution, in this primarily vertical transaction, we see significant opportunities to grow our businesses, and to preserve and create jobs; and, through this transaction, GE will be able to refocus investment in its core businesses. And finally, *competition* will certainly benefit because Comcast's and NBCU's innovation and experimentation with new business models and investment in cutting-edge programming delivery platforms and services will spur our existing and new competitors to follow suit.

I will expand on these and other benefits in more detail in this statement.

Since Comcast and GE announced the NBCU joint venture on December 3, 2009, we have had the opportunity to discuss the significant public interest benefits of this transaction at several congressional hearings before both the Commerce and the Judiciary Committees of the United States Senate and House of Representatives. This is our sixth such hearing. In the intervening months, we have had very productive discussions about our plans with Members of Congress, Governors, state and local officials, other media and communications companies, network affiliates, diversity and community-based organizations, labor unions, the regulatory bodies who are ultimately responsible for reviewing and approving our joint venture, and many others. We have communicated freely, readily, and expansively with a wide range of stakeholders.

As Brian Roberts, Chairman and Chief Executive Officer of Comcast, and Jeff Zucker, President and Chief Executive Officer of NBCU described to this Subcommittee on February 4th (see Attachment #1), this transaction will benefit consumers and will encourage much-needed investment and innovation in the media and communications sectors.

First, the new venture will lead to increased investment in NBCU by putting its content assets under the control of a company that is focused exclusively on the communications and entertainment industries. This will foster enhanced investment in both content development and delivery, enabling the new NBCU to become a more competitive and innovative player in the turbulent and ever-changing media world. This investment and innovation will also preserve and create sustainable media and technology jobs in the U.S.

Second, the venture will promote the kind of innovation, diversity of content, and new forms of delivery that consumers want and demand. The parties have made significant commitments in the areas of local news and information programming, enhanced programming for diverse audiences, and more quality content for children and families, including educational content – in broadcasting, on cable, On Demand, and online.

And finally, Comcast's commitment to preserve and improve NBCU's over-the-air broadcasting service, and to sustain and invest in the NBC and Telemundo broadcast networks, will promote and enhance quality news, sports, and diverse programming in communities across America.

We discuss these specific and verifiable public interest commitments later in this statement; for a summary of all of our voluntary commitments, please see Attachment #2.

Since the February 4th hearing, we have also clarified, enhanced, and supplemented our commitments with respect to diversity of programming, ownership, supplier, and workplace opportunities. We discuss these unprecedented and specific diversity commitments later as well, and you will find them summarized at Attachment #3 hereto.

The NBCU transaction takes place against the backdrop of a communications and entertainment marketplace that is highly dynamic and competitive, and becoming more so every day. NBCU – today and post-transaction – faces competition from a large and growing roster of content providers. There are literally hundreds of national television networks and scores of regional networks, representing phenomenal growth in diversity of viewpoints and services over the past two decades. These cable networks compete for programming, for viewer attention, and for distribution on various video platforms, not only with each other but also with countless other video choices.

In addition, content producers increasingly have alternative outlets available to distribute their works. Today, NBCU has powerful marketplace incentives to purchase the best available programs, regardless of source, and to distribute its networks as widely as possible. Comcast has powerful marketplace incentives to distribute the best available networks, regardless of source. NBCU and Comcast will continue to have every incentive to provide the highest quality content to consumers, and post-transaction, the new NBCU will have the financial resources to more effectively do so as it competes with other strong content providers such as Disney/ABC, Time Warner, Viacom, and News Corp.

At the same time, because competition is fierce among distributors, the new company will have no ability to restrict competition or otherwise harm the public interest. Today, consumers in every geographic area have multiple choices among three, four, or more multichannel video programming distributors ("MVPDs") and can also obtain video content from many non-MVPDs. In addition to the local cable operator, consumers can choose from two MVPDs offering direct broadcast satellite ("DBS") service – DirecTV and Dish Network – which are now the second and third largest MVPDs in America, respectively. Verizon and AT&T, along with other wireline overbuilders, are strong, credible competitors, offering a fourth MVPD choice to tens of millions of American households and a fifth choice to some. Indeed, as competition among MVPDs has grown, Comcast's nationwide share of MVPD subscribers has steadily decreased (it is now less than 25 percent, a share that the FCC has repeatedly said is insufficient to allow an MVPD to engage in anticompetitive conduct). Moreover, current market dynamics are more telling than static measures of market shares; over the past two years, Comcast lost more than 1.2 million net video subscribers while its competitors continued to add subscribers – DirecTV, Dish Network, AT&T, and Verizon added more than 7.6 million net video customers over the same time period. These facts mean that NBCU will be compelled to seek wide distribution of its content, including from Comcast's competitors. They also mean that no cable or satellite operator can wield bottleneck power.

Consumers can also access high-quality video content from myriad other sources. Some households continue to receive their video through over-the-air broadcast signals, which have improved in quality and increased in quantity as a result of the broadcast digital television transition. Millions of households purchase or rent digital video discs ("DVDs") from one of

thousands of national, regional, or local retail outlets, including WalMart and Blockbuster, as well as Netflix, Red Box, MovieCrazy, Café DVD, and others who provide DVDs by mail. High-quality video content also is increasingly available from a rapidly growing number of online sources that include Amazon, Apple TV, Blinkx, Blip.tv, Boxee, Clicker.com, Crackle, Hulu, iReel, iTunes, Netflix, Sezmi, SlashControl, Sling, Vevo, Vimeo, VUDU, Vuze, YouTube – and many more. These sites offer consumers historically unprecedented quantities of professionally-produced and user-generated content that can be accessed from a variety of devices, including computers, Internet-equipped televisions, videogame consoles, Blu-ray DVD players, and mobile devices. In addition, there is a huge supply of user-generated video content, including professional and quasi-professional content. One popular online video service currently receives and stores an entire day's worth of video content for its viewers *every minute*. And there are no significant barriers to entry to online video distribution. Thus, consumers have a staggering variety of sources of video content beyond Comcast and its rival MVPDs.

As the United States Court of Appeals for the D.C. Circuit observed last year, the video marketplace truly has no gatekeepers.

The combination of NBCU and Comcast's content assets under the new NBCU – coupled with management of the new NBCU by Comcast, an experienced, committed distribution innovator – will enable the creation of new pathways for delivery of content to consumers on a wide range of screens and platforms. The companies' limited shares in all relevant markets, fierce competition at all levels of the distribution chain, and ease of entry for cable and online programming ensure that the risk of competitive harm is insignificant. Moreover, the FCC's rules governing program access, program carriage, and retransmission consent provide further safeguards for consumers, as do enforceable public interest and diversity commitments that Comcast and NBCU have made and expanded upon.

*****

The transaction's public interest benefits – particularly for the public interest goals of diversity, localism, competition, and innovation – are substantial. By marrying NBCU's programming with Comcast's multiple distribution platforms (cable, online, VOD), the transaction will create strong new incentives to increase the amount, quality, variety, and availability of content, thus promoting *diversity*. This includes content of specific interest to diverse audiences, children and families, women, and other key audience segments. The new venture will also be able to provide more and better local programming, including local news and information programming, thereby advancing *localism*. The new NBCU and Comcast will be more innovative and effective players in video programming and distribution, spurring other content producers and distributors to improve their own services, thus enhancing *competition*. Combining NBCU's programming assets with Comcast's multiple distribution platforms will make it easier for the combined entity to experiment with new business models that will better serve consumers, thus promoting *innovation*.

Comcast and NBCU have publicly affirmed their continuing commitment to over-the-air broadcast television – still an important if not the primary source of news, information and entertainment for many people, including significant numbers of African American, Hispanic,

Asian-American, and low-income households. Despite a challenging business and technological environment, the proposed transaction has significant potential to invigorate NBCU's broadcasting business and expand the important public interest benefits it provides to consumers across this country. NBC, Telemundo, their local O&Os, and their local broadcast affiliates will benefit by having the full support of Comcast, a company that is focused entirely on entertainment, information, and communications and that has strong incentives – and the ability – to invest in and grow the broadcast businesses it is acquiring, in partnership with the local affiliates.

In addition to the commitment to continue to provide free, over-the-air broadcasting, mentioned previously, the companies have committed that following the transaction, the NBC O&O broadcast stations will maintain the same amount of local news and information programming they currently provide for three years following the closing of the transaction. Moreover, the company will produce an additional 1,000 hours per year of local news and information programming for distribution on various platforms. The combined entity will maintain NBCU's tradition of independent news and public affairs programming and its commitment to promoting a diversity of viewpoints, supporting the journalistic integrity and independence of NBCU's news operations.

Our commitments to preserve and enhance local programming are real, and the best evidence of that is the fact that the local NBCU affiliate stations – those most directly affected by our commitments – have filed comments with the FCC expressing conditional support of this transaction. We have met with local broadcasters and worked out the details of the commitments. We have agreed to maintain the NBC Network, and to devote sufficient resources to program development to ensure that the NBC Network's program schedule remains competitive. We have also agreed, with limited qualifications, not to migrate major sporting events to any linear programming channel in which Comcast has an ownership interest. And we have agreed to keep Comcast's retransmission consent negotiations separate from NBC Network's negotiations with NBC local affiliates. We have reached a separate agreement with ABC, CBS and Fox affiliates to, among other things, engage in arms-length, good faith negotiations of retransmission consent agreements.

The companies also have committed that, within 12 months of closing the transaction, Telemundo will launch a new Spanish language digital broadcast channel drawing on programming from Telemundo's library. Additionally, Comcast will use its On Demand and On Demand Online platforms to increase programming choices available to children and families, as well as to audiences for Spanish-language programming. Within three years of closing the transaction, Comcast has committed to add 1,500 additional programming choices appealing to children and families and 300 additional programming choices from Telemundo and mun2 (MunDos) to its VOD platforms. Comcast also will continue to provide free or at no additional charge the same number of VOD choices that it now provides, and will make available within three years of closing an additional 5,000 VOD choices over the course of each month that are available free or at no additional charge.

Since filing our Public Interest Statement and related commitments with the FCC, we have clarified, enhanced, and, in some instance, supplemented our initial commitments promoting tangible and meaningful opportunities for minority participation in the media business. In this

regard, this transaction offers unprecedented opportunities to people of color in broadcasting, on cable, On Demand, and online.

- ***In broadcasting***, NBCU is divesting its ownership interest in KWHY-TV, an independent Spanish-language broadcast station in Los Angeles, the second-largest media market in America. As part of this sale, NBCU has established a process to identify potential buyers and has selected the Minority Media and Telecommunications Council (MMTC) as co-advisor for this transaction. MMTC has had demonstrable success in identifying qualified minority buyers in similar divestitures. This process presents a key opportunity for minority ownership in one of the nation's top two largest media markets.

  In the event these efforts do not result in the sale of KWHY-TV, the station license and assets will be placed in a divestiture trust at the closing of the proposed transaction. If this becomes necessary, MMTC will work with the trustee to effectuate the sale to a qualified third party. On May 17, 2010, an application was filed seeking FCC consent for the assignment of KWHY-TV to a divestiture trust. The proposed trustee, Bahia Honda LLC, has as its sole member Jose Cancela, the principal of media consulting firm Hispanic USA. NBCU and MMTC will remain actively engaged in efforts to sell KWHY-TV while the application for assignment to the divestiture trust is pending.

- ***On cable***, Comcast had originally committed that once it has completed its digital migration company-wide (anticipated to be no later than 2011), it would add two new independently-owned and -operated channels to its digital line-up each year for the next three years on customary terms and conditions. Independent programmers would be defined as networks that (i) are not currently carried by Comcast Cable, and (ii) are unaffiliated with Comcast, NBCU, or any of the top 15 owners of cable networks, as measured by revenues. For purposes of this commitment, we will now give particular consideration to the carriage of networks that are owned by or affiliated with people of color, as highlighted in the Summary of Diversity Commitments in Attachment #3 to my testimony. Specifically, we have committed to launch ten new independently-owned and -operated programming services over the next eight years following the closing of this transaction, with specified targets and timetables for adding minority-owned networks within this framework.

- ***On Demand and online*** are dynamic and innovative platforms and we intend to help promote ownership diversity on them as well. These platforms present substantial new opportunities for independent, minority, and female owners, and Comcast is proud to be a trailblazer in this area.

As Comcast makes advances in video delivery technologies, the availability of more On Demand capacity will increase opportunities for minority and independent programmers and producers. Comcast is making progress in reclaiming analog bandwidth through our cable system digitization project called "Project Cavalry." By making more bandwidth available, we are creating direct opportunities for minority and independent programmers to reach viewers. Comcast is using this exciting technological advancement to expand the number of movie

choices offered On Demand by adding nearly 9,000 movie titles. This will bring more than 11,000 total movie choices to customers monthly, featuring thousands of movies from every genre including comedy, action, drama, independent, classics and documentaries – with 3,000 available in HD. This expanded movie offering is just one example of the current and future opportunities for diverse content owners.

Much of our On Demand programming will target diverse audiences. Comcast Cable recently launched Black Cinema On Demand, a VOD service that celebrates black films, filmmakers, and actors past, present and future, focusing on the wide range of experiences, accomplishments, and points-of-view of black America as expressed through the artistic medium of film. We are excited that Black Cinema On Demand has enjoyed initial success, and we are using this as a model to launch additional diverse content. This fall, Comcast Cable will launch Asian Cinema On Demand, which will feature films from across the Asian Pacific Islander diaspora. This permanent platform will allow Comcast Cable to work with Asian Pacific Islander English-language content developers and will be programmed by experts in Asian Pacific Islander films. In addition, within 12 months of the transaction closing, we also will launch Hispanic Cinema On Demand featuring Latino-themed movies.

On Demand affords independent and minority owners of content an unparalleled opportunity to reach niche audiences in a direct way and with scheduling directed by the viewer's time preference. A perfect example is H2O (Hip Hop on Demand), a music service created by Russell Simmons, Will Griffin, and their partners and launched in 2006. As Comcast expands this next-generation digital platform in the next several years, we will be looking to independent and minority owners of content to be important and active participants.

Our commitment to diversity is certainly not new. Comcast is, and always has been, committed to diversity in all facets of our business. We have embraced diversity because it is the right thing to do and because it is good business. Over the past several years, we have made remarkable strides with regards to diversity in programming, community outreach, supplier diversity, and employment diversity. And our recent and ongoing discussions with diversity leadership organizations reflect our abiding commitment to promote diversity in responsible ways.

With respect to programming, Comcast is keenly aware of the importance of providing programming that appeals to diverse audiences, and we have worked hard to increase the programming options such that they speak to all of our subscribers. Our customer base is increasingly diverse, so we need to provide programming that is compelling and entertaining to a variety of diverse communities. In the past eight years, Comcast has licensed a significant amount of content for diverse audiences, expanding from carriage agreements with 20 broadcast and cable networks to over 130 such networks that serve minority communities. And we feature hundreds of hours of On Demand programming that deliver a variety of TV entertainment and music choices from various networks geared toward diverse and ethnic audiences.

Our effort in this area is quite extensive. For instance, Comcast was instrumental in the creation of TV One – one of the most meaningful advancements of minority ownership in cable television history. In 2003, Comcast recognized that there was a need for another entertainment channel targeting the African American community. We partnered with an experienced African American radio programmer, Radio One, to create TV One, an alternative to the Black

Entertainment Television network (BET). Today, the network is available to over 50 million subscribers. Comcast carries a total of 11 cable networks that specifically target the African American community. As I noted earlier, in 2006, Comcast launched Hip Hop On Demand (H20) and other VOD services from various networks, artists and programs that target African American audiences. Between 2006 and 2009, the amount of H2O views on Comcast has increased by more than 500 percent. In 2009, Comcast launched a program package that currently delivers more than 58 Hispanic cable networks on the majority of Comcast Cable systems. This package of Hispanic cable programming, when coupled with local Hispanic broadcast stations, exceeds 60 channels in major Hispanic markets. It is by far the largest Hispanic programming offering provided by any MVPD in the country. And Comcast carries a variety of Asian content from a number of providers including SET Asia (SONY), STAR India PLUS, Zee TV, Bollywood Hits On Demand, STAR One, STAR India GOLD, VIJAY, tvK24, GMA Pinoy TV, GMA Life, The Filipino Channel, Phoenix Info News, Phoenix North American, CTI-Zhong Tian, SBN, and others. In all, Comcast carries 25 cable networks geared toward the Asian American community.

In addition, Comcast regularly cooperates with broadcast stations to add independent- and minority-owned multicast streams to our systems. For Hispanic viewers, we have added multicasts of V-Me, Estrella TV, and LATV in several major markets, and we also carry several Asian multicasts in Northern California from independent Asian channels.

While Comcast has one of the most diverse programming channel line-ups in the industry, we recognize that there is still room for improvement. We remain committed to expanding the amount, quality, and diversity of national and local programming for customers across all platforms, as evidenced by public interest and diversity commitments, and our strong relationship with diversity leadership organizations across the country, many of which have filed supportive letters of this transaction at the FCC.

*****

Notwithstanding our growth since the 2003 AT&T Broadband acquisition, which transformed Comcast into the Fortune 100 company that it today, Comcast remains at heart a family business – built town-by-town, providing a local service to consumers. Over the many years, Comcast has developed strong relationships with the communities that we serve. As a result, localism and diversity are meaningful parts of the way we conduct our business. We reach out extensively to the communities we serve, with a particular focus on engaging with communities of color through a variety of means, including civic participation, mentorship opportunities, educational opportunities, and public service campaigns.

Through the Comcast Foundation, we have invested significantly in community organizations throughout our footprint over the past nine years. Our diverse non-profit partners include the National Urban League (NUL), and over 30 local chapters, the National Black Chamber of Commerce, the National Council of La Raza (NCLR), the League of United Latin American Citizens (LULAC), the U.S. Hispanic Chamber of Commerce, the Asian American Justice Center, and the Organization of Chinese Americans (OCA). Other major national partners

serving diverse clienteles include United Way, Boys & Girls Clubs, Big Brothers Big Sisters, City Year, and many local community organizations.

Each year, Comcast employees and their families, friends, and neighbors come together on Comcast Cares Day, one of the largest single-day corporate volunteer efforts in the country. Comcast Cares Day is the cornerstone event of our year-long commitment to our communities, and our volunteers serve nationwide, in neighborhoods, towns, and cities of every size and demographic. This annual event began in 2001 with 6,100 volunteers at nearly 110 projects. This year, we had 60,557 volunteers contributing 363,342 hours of service at 560 sites. We are proud of our work with these and many other community organizations. To date, more than 290,000 volunteers have contributed over 1.7 million hours of service at nearly 3,000 project sites in local communities.

In Chicago, our community involvement does not end with providing financial support to local community organizations. Comcast employees are part of the community fabric. More than 4,900 Comcast employees, families and friends volunteered for over 60 community projects in Comcast Cares Day this year. Comcast recently awarded 235 scholarships to high-school students throughout the Greater Chicago Region as part of our Leaders & Achievers program. And all K-12 schools in our service areas receive complimentary basic cable and a Comcast High-Speed Internet Connection at no cost. We have approximately 8,000 complimentary school and government accounts in the region.

Nationally, Comcast has partnered with the One Economy Corporation to create the Comcast Digital Connectors program. This program identifies talented young people in underserved communities, provides immersive technology training, and helps them build their leadership and workplace skills to enter the 21st century economy. As part of the program, Digital Connectors engage in community service by helping their neighbors to adopt and utilize broadband. Through this program, young people gain knowledge that helps them in school, prepares them for employment, and instills the pride of knowing they have made a difference in their communities. In 2009, 14 Digital Connectors programs launched across the country. Of the 235 participants in the Comcast Digital Connectors programs to date, approximately 68 percent are African American. Comcast expects to launch 20 additional program sites by the end of 2010. Of the 11 sites that have launched this year, approximately 57 percent of the Digital Connectors participants are African American.

Here in Chicago, Comcast and One Economy will launch a new Digital Connectors site in partnership with the New Covenant Missionary Baptist Church this fall. New Covenant Church has identified the education and mentoring of youth as a critical mission and has focused its resources on creating programs and opportunities to improve literacy skills programs as an alternative to violence. The Digital Connectors program will offer opportunities to promote academic achievement, mentor youth to create media and train their community members to use technology effectively, and to create media content. The first class of Digital Connectors participants will graduate in June 2011.

In 2003, Comcast's acquisition of AT&T Broadband caused us to expand our reliance on diverse suppliers and to grow our internal employee base. We are very proud of our record in each of these areas since that time.

We strive to facilitate nondiscriminatory business opportunities for small and minority-owned businesses. Since 2003, the percentage of spend attributed to diverse suppliers has grown from 7.4 percent in 2003 to 11.9 percent in 2009; actual dollars grew from $322 million to $627 million, an increase of 94.7 percent. While total procurement related spending has decreased in recent years, we continue to successfully increase the amount spent with diversity owned vendors. This success is due to our committed leadership and an organizational structure with detailed metrics and robust communication. We also attribute this strength in procurement to our strategic partnerships with leading organizations like the National Minority Supplier Development Council (NMSDC); the Women's Business Enterprise National Council (WBENC); the Walter Kaitz Foundation; the National Veteran Owned Business Association (NaVOBA); and various diverse chambers of commerce. We believe strongly in providing equal opportunities to all qualified suppliers who participate in the bid process.

Regarding employment diversity, Comcast is committed to developing a workforce where leadership diversity is reflective of the employee base and customer demographics. Almost 60 percent of Comcast employees are women and people of color; 40 percent of our total workforce consists of people of color; and 20 percent of our managers are people of color. These efforts are reflected in numerous accolades, including our listing in Black Enterprise magazine's "Top 40 Companies for Diversity" and in Hispanic Business' "Top 60 Companies for Hispanics."

We are proud of the growing diversity among our executives. Ten percent of our corporate officers are people of color. Steve White recently became Comcast's first African American division president, responsible for $9 billion in revenue and nearly 22,000 employees. Our Corporate Senior Vice President of Investor Relations and the Regional Senior Vice President for the entire South Florida Region are Hispanics. Our Senior Vice President of Finance and Accounting and our Chief Software Architect are Asian Americans. And we have senior women leading Comcast Interactive Media, Investor Relations, Corporate Communications, Comcast University, Community Investment, and one of our programming networks (Salaam Coleman Smith, President of Style). A third of Comcast Cable's 21 regions are led by women or a person of color (three women, two African Americans, and two Hispanics), and each of our two largest regions, each of which serve over two million subscribers, is run by a diverse leader. Three of the largest regions by numbers of subscribers are run by women (two) or African Americans (one). We want to build on these successes. Our goal is to increase leadership diversity by 10 percent in 2010 at the vice president level and above.

In the area of recruiting, Comcast recognizes its responsibility to reflect the diversity of our customers, employees, and business partners. Our business success hinges on preserving our community roots with decentralized management and reflecting the unique identity of the thousands of communities we serve across the nation. Comcast continues to be diligent in diversity initiatives and in benchmarking accomplishments. To further enhance diverse recruiting, Comcast has partnered with organizations such as the Hispanic Association on Corporate Responsibility, National Society of Black Engineers, the National Black MBA

Association, the National Association of Asian American Professionals (NAAAP), National Society of Hispanic MBAs, the National Black MBA Association, the National Association for Multi-Ethnicity in Communications (NAMIC), and Women in Cable Telecommunications (WICT).

Comcast has also developed internship programs to increase diversity in the entry-level ranks and provide opportunities to diverse students. For example, Comcast is the premier industry sponsor of the Emma Bowen Foundation targeting students in the fields of communications, journalism, broadcasting, and media & entertainment (coincidentally, the other leading sponsor for many years has been NBCU). This unique five-year internship program provides minority students with the opportunity to work for partner companies, such as Comcast, during summers and school breaks from the summer following their junior year in high school until they graduate from college. In 2009, Comcast provided 68 students of color with paid summer internships and matching scholarship funds to work in Comcast facilities across the country. Upon completing the program, Emma Bowen students move into Comcast's recruitment pipelines. Today, Comcast employs six Emma Bowen students as full-time employees and many others have gone on to work in the media industry.

Since the announcement of the NBCU joint venture, we have continued to explore how we can further improve our record on diversity, and have made additional commitments in furtherance of our goals. As with our existing diversity philosophy and efforts, these additional commitments touch on many aspects of our business: governance, workforce recruitment and career development, supplier diversity, media ownership, programming, and community investments and partnerships.

We believe that diversity starts at the top. Accordingly, to better inform our highest level employees about diversity issues, we have committed to establish four external Diversity Advisory Councils – which will collectively be known as the "Joint Council" – representing the interests of African American, Latino, Asian Pacific Islander, and other diverse communities. These groups will help us facilitate open communication on the development, monitoring, and evaluation of diversity initiatives. The Joint Council will advise senior executive teams at Comcast and NBCU regarding the companies' development and implementation of a strategic plan to improve diversity practices. Comcast will benchmark and provide ongoing internal reporting so that we are constantly reassessing our diversity initiatives.

We aim to be an industry leader in workforce diversity. We believe that our proposed efforts will help us to identify more diverse talent, and enhance the promotional potential of these qualified individuals from entry-level, to mid-level, to senior management. Our enhanced workforce diversity initiatives will include developing a diversity forum and action plan to increase director-level representation of minorities; creating minority focus groups with the objectives of gaining insight, creating opportunities, and identifying high-potential employees; implementing a boot camp program for mid-level vice president candidates; and, in cooperation with the Joint Council, identifying search firms with track records of successfully recruiting diverse pools of talent to partner with the company in identifying diverse leaders.

Comcast has also committed to enhance its already successful supplier diversity initiative, and will increase the amount spent with diverse business partners, including minority-owned enterprises. To enhance the utilization of minority-owned enterprises, we will partner with diverse organizations, including minority-led chambers of commerce and other minority-led business organizations, at the national, regional, and local levels. The Joint Council will assist us in identifying opportunities for spending with minority-owned suppliers.

There are several specific areas that we have committed to improving in the supplier diversity arena. We currently have a "second tier" procurement program designed to encourage top suppliers to purchase goods and services from minority-owned vendors. Comcast will build upon this program to create additional opportunities, including expanding of second tier reporting to encompass more suppliers as well as automation of the reporting process. We will grow the diversity of our investment banking and banking partners through our minority banking program and through the development and expansion of relationships with minority investment firms. In 2010, Comcast became a founding partner in the Inclusion Initiative, a collaborative effort among several publicly held corporations designed to increase significantly business opportunities for law firms owned by diverse individuals. The overall goal for this initiative is $30 million, of which Comcast has committed $1 million. As part of the Inclusion Initiative, Comcast will use its best efforts to retain minority-owned law firms that participate in the Initiative. In conjunction with NBCU, we have made the additional commitment that, in 2011, following the close of the transaction, the two companies jointly will devote at least an additional $7 million to spending on advertising with minority-owned media.

Lastly, Comcast has committed to increase its philanthropic efforts to support even more minority-led and minority-serving institutions and to establish more specific benchmarks for its investment activities in minority communities in consultation with the Joint Council. Upon closing of the transaction, we are prepared to increase our community investment spending on minority-led and minority-serving institutions by 10 percent year for each of the next three years. Our enhanced investment in diverse communities and partnerships with diverse organizations will include increasing outreach to diverse students and schools for our Comcast Leaders and Achievers Scholarship Program; increasing our support of several programs that provide educational and mentorship opportunities including the Emma Bowen Foundation internship program and similar programs; and expanding our Comcast Cares Day focus to add more organizations led by diverse boards and/or that service diverse beneficiaries.

*****

We are grateful to note that, as of June 30, 2010, over 860 community partners, including organizations serving communities of color, mayors, chambers of commerce, public libraries, local and regional affiliates of national organizations, and many other community organizations and supporters (including 84 U.S. Senators and House Members, eight Governors, over 40 Mayors, and over 115 other state and local officials) have filed supportive comments at the FCC. (See List of Supportive Letters at Attachment # 4). I strongly doubt that any other combination previously reviewed by the FCC has received such strong endorsement from organizations representing literally tens of millions of Americans. From Chicago alone, more than 130 letters from a diverse group of community organizations and local leaders are already on the record:

from Mayor Daley, the Chicago Southland Chamber of Commerce and the National Forum for Black Administrators, to the Otis Wilson Foundation, the Boys & Girls Club of Chicago, and the By the Hand Club for Kids, among many others.

These are organizations and individuals who know Comcast and NBCU first-hand, many of whom partner with the two companies year in and year out to meet the needs of local communities and serve the public interest. We are honored by their expressions of support.

In conclusion, the joint venture between Comcast and NBCU presents extraordinary benefits for a wide range of stakeholders – most importantly, consumers. Through this transaction we have been exploring new opportunities to utilize our resources so that no one is left behind. This transaction is about bringing more to the communities we serve – more programming, more career opportunities, more procurement opportunities, and more community outreach. Based on our solid record and the voluntary commitments we have offered in connection with the transaction, we believe that the public interest will benefit from the proposed Comcast/NBCU joint venture.

ATTACHMENT #1

JOINT WRITTEN STATEMENT BY

BRIAN L. ROBERTS
CHAIRMAN AND CHIEF EXECUTIVE OFFICER
COMCAST CORPORATION

AND

JEFF ZUCKER
PRESIDENT AND CHIEF EXECUTIVE OFFICER
NBC UNIVERSAL

TO THE
HOUSE COMMITTEE ON ENERGY AND COMMERCE
SUBCOMMITTEE ON COMMUNICATIONS, TECHNOLOGY, AND THE INTERNET

February 4, 2010

Mr. Chairman, and Members of the Subcommittee, we are pleased to appear before you today to discuss Comcast Corporation's ("Comcast") planned joint venture with General Electric Company ("GE"), under which Comcast will acquire a majority interest in and management of NBC Universal ("NBCU"). As you know, the proposed transaction will combine in a new joint venture the broadcast, cable programming, movie studio, theme park, and online content businesses of NBCU with the cable programming and certain online content businesses of Comcast. This content-focused joint venture will retain the NBCU name.

The new NBCU will benefit consumers and will encourage much-needed investment and innovation in the important media sector. How will it benefit consumers? First, the new venture will lead to increased investment in NBCU by putting these important content assets under the control of a company that is focused exclusively on the communication and entertainment industry. This will foster enhanced investment in both content development and delivery, enabling NBCU to become a more competitive and innovative player in the turbulent and ever changing media world. Investment and innovation will also preserve and create sustainable media and technology jobs. Second, the transaction will promote the innovation, content, and delivery that consumers want and demand. The parties have made significant commitments in the areas of local news and information programming, enhanced programming for diverse audiences, and more quality educational and other content for children and families. And finally, Comcast's commitment to sustain and invest in the NBC broadcast network will promote the quality news, sports, and local programming that have made this network great over the last 50 years. We discuss these specific and verifiable public interest commitments later in this statement, and a summary is attached.

The new NBCU will advance key policy goals of Congress: diversity, localism, innovation, and competition. With Comcast's demonstrated commitment to investment and innovation in communications, entertainment, and information, the new NBCU will be able to increase the quantity, quality, diversity, and local focus of its content, and accelerate the arrival of the multiplatform, "anytime, anywhere" future of video programming that Americans want. Given the intensely competitive markets in which Comcast and NBCU operate, as well as existing law and regulations, this essentially vertical transaction will benefit consumers and spur competition, and will not present any potential harm in any marketplace.

NBCU, currently majority-owned and controlled by GE, is an American icon – a media, entertainment, and communications company with a storied past and a promising future. At the heart of NBCU's content production is the National Broadcasting Company ("NBC"), the nation's first television broadcast network and home of one of the crown jewels of NBCU, NBC News. NBCU also has two highly regarded cable news networks, CNBC and MSNBC. In addition, NBCU owns Telemundo, the nation's second largest Spanish-language broadcast network, with substantial Spanish-language production facilities located in the United States. NBCU's other assets include 26 local broadcast stations (10 NBC owned-and-operated stations ("O&Os"), 15 Telemundo O&Os, and one independent Spanish-language station), numerous national cable programming networks, a motion picture studio with a library of several thousand films, a TV production studio with a library of television series, and an international theme park business.

Comcast, a leading provider of cable television, high-speed Internet, digital voice, and other communications services to millions of customers, is a pioneer in enabling consumers to watch what they want, when they want, where they want, and on the devices they want. Comcast is primarily a distributor, offering its customers multiple delivery platforms for content and services. Although Comcast owns and produces some cable programming channels and online content, Comcast owns relatively few national cable networks, none of which is among the 30 most highly rated, and, even including its local and regional networks, Comcast accounts for a tiny percentage of the content industry. The majority of these content businesses will be contributed to the joint venture. The distribution side of Comcast (referred to as "Comcast Cable") is not being contributed to the new NBCU and will remain under Comcast's ownership and control.

The proposed transaction is primarily a *vertical* combination of NBCU's content with Comcast's multiple distribution platforms. Antitrust law, competition experts, and the FCC have long recognized that vertical combinations can produce significant benefits. Experts and the FCC also have found that vertical combinations with limited horizontal issues generally do not threaten competition.

The transaction takes place against the backdrop of a communications and entertainment marketplace that is highly dynamic and competitive, and becoming more so every day. NBCU – today and post-transaction – faces competition from a large and growing roster of content providers. There are literally hundreds of national television networks and scores of regional networks. These networks compete not only with each other but also with countless other video choices – both for consumers' attention and for distribution on various video platforms. In

addition, content producers increasingly have alternative outlets available to distribute their works, free from any purported "gatekeeping" networks or distributors. In this universe of content producers, with competitors such as Disney/ABC, Time Warner, Viacom, and News Corp., the new NBCU will have the incentive and financial resources to give consumers the high-quality programming they want and no incentive – or ability – to restrict competition or otherwise harm the public interest.

Competition is fierce among distributors as well. Consumers in every geographic area have multiple choices of multichannel video programming distributors ("MVPDs") and can obtain video content from many non-MVPDs as well. In addition to the local cable operator, consumers can choose from two MVPDs offering direct broadcast satellite ("DBS") service: DirecTV and Dish Network, which are now the second and third largest MVPDs in America, respectively. Verizon and AT&T, along with other wireline overbuilders, are strong, credible competitors, offering a fourth MVPD choice to tens of millions of American households and a fifth choice to some. Indeed, as competition among MVPDs has grown, Comcast's nationwide share of MVPD subscribers has steadily decreased (it is now less than 25 percent, a share that the FCC has repeatedly said is insufficient to allow an MVPD to engage in anticompetitive conduct). Moreover, current market dynamics are more telling than static measures of market shares; over the past two years, Comcast lost 1.2 million net video subscribers while its competitors continued to add subscribers. (DirecTV, Dish Network, AT&T, and Verizon have added 7.6 million net video customers over the same time period.)

Consumers can also access high-quality video content from myriad other sources. Some households continue to receive their video through over-the-air broadcast signals, which have improved in quality and increased in quantity as a result of the broadcast digital television transition. Millions of households purchase or rent digital video discs ("DVDs") from one of thousands of national, regional, or local retail outlets, including Walmart, Blockbuster, and Hollywood Video, as well as Netflix, MovieCrazy, Café DVD, and others who provide DVDs by mail. High-quality video content also is increasingly available from a rapidly growing number of online sources that include Amazon, Apple TV, Blinkx, Blip.tv, Boxee, Clicker.com, Crackle, Eclectus, Hulu, iReel, iTunes, Netflix, Sezmi, SlashControl, Sling, Veoh, Vevo, Vimeo, VUDU, Vuze, Xbox, YouTube – and many more. These sites offer previously unimaginable quantities of professionally-produced content and user-generated content that can be accessed from a variety of devices, including computers, Internet-equipped televisions, videogame boxes, Blu-ray DVD players, and mobile devices. In addition, there is a huge supply of user-generated video content, including professional and quasi-professional content. YouTube, for example, which is by far the leader in the nascent online video distribution business, currently receives and stores virtually an entire day's worth of video content for its viewers *every minute*. And there are no significant barriers to entry to online video distribution. Thus, consumers have a staggering variety of sources of video content beyond Comcast and its rival MVPDs.

The combination of NBCU and Comcast's content assets under the new NBCU – coupled with management of the new NBCU by Comcast, an experienced, committed distribution innovator – will enable the creation of new pathways for delivery of content to consumers on a wide range of screens and platforms. The companies' limited shares in all relevant markets, fierce competition at all levels of the distribution chain, and ease of entry for cable and online

programming ensure that the risk of competitive harm is insignificant. Moreover, the FCC's rules governing program access, program carriage, and retransmission consent provide further safeguards for consumers as do the additional public interest commitments made by the companies to the FCC.

At the same time, the transaction's public interest benefits – particularly for the public interest goals of diversity, localism, competition, and innovation – are substantial. Through expanded access to outlets, increased investment in outlets, and lower costs, the new venture will be able to increase the amount, quality, variety, and availability of content more than either company could on its own, thus promoting *diversity*. This includes content of specific interest to minority groups, children and families, women, and other key audience segments. The new venture will also be able to provide more and better local programming, including local news and information programming, thereby advancing *localism*. NBCU and Comcast will be more innovative and effective players in video programming and distribution, spurring other content producers and distributors to improve their own services, thus enhancing *competition*. Marrying NBCU's programming assets with Comcast's multiple distribution platforms will make it easier for the combined entity to experiment with new business models that will better serve consumers, thus promoting *innovation*.

In addition, Comcast and NBCU have publicly affirmed their continuing commitment to free, over-the-air broadcasting. Despite a challenging business and technological environment, the proposed transaction has significant potential to invigorate NBCU's broadcasting business and expand the important public interest benefits it provides to consumers across this country. NBC, Telemundo, their local O&Os, and their local broadcast affiliates will benefit by having the full support of Comcast, a company that is focused entirely on entertainment, information, and communications and that has strong incentives – and the ability – to invest in and grow the broadcast businesses it is acquiring, in partnership with the local affiliates.

Moreover, combining Comcast's expertise in multiplatform content distribution with NBCU's extensive content creation capabilities and video libraries will not only result in the creation of more and better programming – it will also encourage investment and innovation that will accelerate the arrival of the multiplatform, "anytime, anywhere" future of video programming that Americans want. This is because the proposed transaction will remove negotiation friction that currently inhibits the ability of Comcast to implement its pro-consumer vision of multiplatform access to quality video programming. Post-transaction, Comcast will have access to more content that it can make available on more outlets, including the new NBCU's national and regional networks and Comcast's cable systems, video-on-demand ("VOD") platform, and online platform. This increase in the value of services offered to consumers by the new company will stimulate competitors – including non-affiliated networks, non-affiliated MVPDs, and the numerous other participants in the video marketplace – to improve what they offer to consumers.

The past is prologue: Comcast sought for years to develop the VOD business, but it could not convince studio distributors – who were reluctant to permit their movies to be distributed on an emerging, unproven platform – to provide compelling content for VOD. This caution, though understandable in light of marketplace uncertainty, slowed the growth of an

innovative and extremely consumer-friendly service. Comcast finally was able to overcome the contractual wrangling and other industry resistance to an innovative business model when it joined with Sony to acquire an ownership interest in Metro-Goldwyn-Mayer ("MGM"). This allowed Comcast to "break the ice" and obtain access to hundreds of studio movies that Comcast could offer for free on VOD. Thanks to Comcast's extensive efforts to foster the growth of this new technology, VOD has gone on to become extremely popular. Comcast customers have now used Comcast's VOD service more than 14 billion times. By championing the growth of VOD, Comcast has been able to benefit not only its customers but also program producers, and it has stimulated other MVPDs to embrace the VOD model.

The formation of the new NBCU will remove negotiation impediments by providing Comcast with control of a rich program library and extensive production capabilities that Comcast can use to develop novel video products and services that will be offered to consumers across an array of distribution platforms. There is every reason to believe that the transaction proposed here will create a pro-consumer impetus for making major motion pictures available sooner for in-home, on-demand viewing and for sustainable online video distribution – which, as the FCC has observed, will help to drive broadband adoption, another key congressional goal.

As noted above, the risk of competitive harm in this transaction is insignificant. Viewed from every angle, the transaction is pro-competitive:

First, combining Comcast's and NBCU's programming assets will give rise to no cognizable competitive harm. Comcast's national cable programming networks account for only about three percent of total national cable network advertising and affiliate revenues. While NBCU owns a larger number of networks, those assets account for only about nine percent of overall national cable network advertising and affiliate revenues. In total, the new NBCU will account for only about 12 percent of overall national cable network advertising and affiliate revenues. The new NBCU will rank as the fourth largest owner of national cable networks, behind Disney/ABC, Time Warner, and Viacom – which is the same rank that NBCU has today. Because both the cable programming market and the broader video programming market will remain highly competitive, the proposed transaction will not reduce competition or diversity, nor will it lead to higher programming prices to MVPDs or consumers, or higher advertising prices. Even after the transaction, approximately six out of every seven channels carried by Comcast Cable will be unaffiliated with Comcast or the new NBCU.

Second, Comcast's management and ownership interests in NBCU's broadcast properties raise no regulatory or competitive concern. While Comcast will own both cable systems and a stake in NBC owned and operated broadcast stations in a small number of Designated Market Areas ("DMAs"), the FCC's rules do not prohibit such cross-ownership, nor is there any policy rationale to disallow such relationships. The prior cross-ownership prohibitions have been repealed by actions of Congress, the courts, and the FCC. The case for any new prohibition, or any transaction-specific restriction, on cable/broadcast cross-ownership is even weaker today, given the increasingly competitive market for the distribution of video programming and robust competition in local advertising. And, importantly, each of the major DMAs in question has a significant number of media outlets, with at least seven non-NBCU broadcast stations in each DMA as well as other media outlets, including radio. Thus, numerous diverse voices and a

vibrantly competitive local advertising environment will remain following the combination of NBCU's broadcast stations and Comcast cable systems in each of the overlap DMAs.

Third, the combination of Comcast's and NBCU's Internet properties similarly poses no threat to competition. There is abundant and growing competition for online video content. Although Comcast operates a video site, called Fancast, and NBCU holds a 32 percent, non-controlling interest in Hulu, a site that provides access to certain online video content, the leader in online viewing (by far) is Google (through YouTube and other sites it has built or acquired), with nearly 55 percent of online video viewing. This puts Google well ahead of Microsoft, Viacom, and Hulu (all of which are in low- or mid-single digits) and even farther ahead of Fancast (currently well below one percent). There are countless other sites that provide robust competition and near-infinite consumer choice. Even if one restricts the analysis to "professional" online video content, the combined entity will still have a small share and face many competitors. On the Internet, content providers essentially control their own destinies since there are many third-party portals as well as self-distribution options. Entry is easy. Thus, the transaction will not harm the marketplace for online video.

Finally, a vertical combination cannot have anticompetitive effects unless the combined company has substantial market power in the upstream (programming) or downstream (distribution) market, and such circumstances do not exist here. As noted, the video programming, video distribution, and Internet businesses are fiercely competitive, and the proposed transaction does not reduce that competition. The recent history of technology demonstrates that distribution platforms are multiplying, diversifying, and increasingly rivalrous. Wired services have been challenged by both satellite and terrestrial wireless services. Cable has brought voice competition to the telephone companies; the telephone companies have added to the video competition that cable already faced; and both cable and phone companies are racing to deploy and improve broadband Internet. Static descriptions of markets have repeatedly failed to capture advances in distribution technologies. In this highly dynamic and increasingly competitive environment, speculative claims about theoretical problems arising from any particular combination should be subject to searching and skeptical scrutiny, given the accelerating power of technology to disrupt, continuously, all existing market structures.

In any event, there is a comprehensive regulatory structure already in place, comprising the FCC's program access, program carriage, and retransmission consent rules, as well as an established body of antitrust law that provides further safeguards against any conceivable vertical harms that might be presented by this transaction.

Although the competitive marketplace and regulatory safeguards protect against the risk of anticompetitive conduct, the companies have offered an unprecedented set of commitments to provide assurances that competition will remain vibrant. Moreover, the companies have offered concrete and verifiable commitments to ensure certain pro-consumer benefits of the transaction. In addition to the commitment to continue to provide free, over-the-air broadcasting, mentioned previously, the companies have committed that following the transaction, the NBC O&O broadcast stations will maintain the same amount of local news and information programming they currently provide, and will produce an additional 1,000 hours per year of local news and information programming for various platforms. The combined entity will maintain NBCU's

tradition of independent news and public affairs programming and its commitment to promoting a diversity of viewpoints, maintaining the journalistic integrity and independence of NBCU's news operations.

Comcast will commit voluntarily to extend the key components of the FCC's program access rules to negotiations with MVPDs for retransmission rights to the signals of NBC and Telemundo O&O broadcast stations for as long as the FCC's current program access rules remain in place. Of particular note, Comcast will be prohibited in retransmission consent negotiations from unduly or improperly influencing the NBC and Telemundo stations' decisions about whether to sell their programming, or the terms and conditions of sale, to other distributors. It would also adopt the "burden-shifting" approach to proof of discriminatory pricing. And the companies would accept the five-month "shot clock" that the Commission applies to program access adjudications.

The companies also have committed that Comcast will use its On Demand and On Demand Online platforms to increase programming choices available to children and families, as well as to audiences for Spanish-language programming. Within three years of closing the transaction, Comcast has committed to add 1,500 additional programming choices appealing to children and families and 300 additional programming choices from Telemundo and mun2 to its VOD platforms. Comcast also will continue to provide free or at no additional charge the same number of VOD choices that it now provides free or at no additional charge, and will make available within three years of closing an additional 5,000 VOD choices over the course of a month that are available free or at no additional charge.

As Comcast makes rapid advances in video delivery technologies, more channel capacity will become available. So Comcast will commit that, once it has completed its digital migration company-wide (anticipated to be no later than 2011), it will add two new independently-owned and -operated channels to its digital line-up each year for the next three years on customary terms and conditions. Independent programmers would be defined as networks that (1) are not currently carried by Comcast Cable, and (2) are unaffiliated with Comcast, NBCU, or any of the top 15 owners of cable networks, as measured by revenues. With respect to public, educational, and governmental ("PEG") channels, Comcast has affirmatively committed not to migrate PEG channels to digital delivery on any Comcast cable system until the system has converted to all-digital distribution, or until a community otherwise agrees to digital PEG channels, whichever comes first.

We have proposed that these commitments be included in any FCC order approving the transaction and become binding on the parties upon completion of the transaction. A summary of the companies' commitments is attached to this statement.

In the end, the proposed transaction simply transfers ownership and control of NBCU from GE, a company with a very diverse portfolio of interests, to Comcast, a company with an exclusive focus on, and a commitment to investing its resources in, its communications, entertainment, and information assets. This transfer of control, along with the contribution of Comcast's complementary content assets, will enable the new NBCU to better serve consumers. The new NBCU will advance key public policy goals: diversity, localism, competition, and innovation. Competition, which is already pervasive in every one of the businesses in which the

new NBCU – and Comcast Cable – will operate, provides abundant assurance that consumer welfare will be not only safeguarded but increased. Comcast and NBCU will succeed by competing vigorously and fairly.

We intend to use the combined assets to accelerate and improve the range of choices that American consumers enjoy for entertainment, information, and communications. We would welcome your support.

ATTACHMENT #2

COMCAST/NBCU TRANSACTION
PUBLIC INTEREST COMMITMENTS

Comcast, GE, and NBC Universal take seriously their responsibilities as corporate citizens and share a commitment to operating the proposed venture in a way that serves the pubic interest. To demonstrate their commitment to consumers and to other media partners, the parties have made a set of specific, written commitments as part of their public interest filing with the Federal Communications Commission. Comcast, GE, and NBCU are committed to expanding consumer choice, ensuring the future of over-the-air broadcasting, enhancing programming opportunities, ensuring that today's highly competitive marketplace remains so, and maintaining journalistic independence for NBC's news properties. The parties' commitment to these principles will ensure that consumers are the ultimate beneficiaries of the proposed Comcast/NBCU transaction.

Applicants' Voluntary Public Interest Commitments

Local Programming

Commitment #1. The combined entity remains committed to continuing to provide free over-the-air television through its O&O broadcast stations and through local broadcast affiliates across the nation. As Comcast negotiates and renews agreements with its broadcast affiliates, Comcast will continue its cooperative dialogue with its affiliates toward a business model to sustain free over-the-air service that can be workable in the evolving economic and technological environment.

Commitment #2. Comcast intends to preserve and enrich the output of local news, local public affairs and other public interest programming on NBC O&O stations. Through the use of Comcast's On Demand and On Demand Online platforms, time slots on cable channels, and use of certain windows on the O&O schedules, Comcast believes it can expand the availability of all types of local and public interest programming.

- For three years following the closing of the transaction, NBC's O&O stations will maintain the same amount of local news and information programming that they currently provide.

- NBC's O&O stations collectively will produce an additional 1,000 hours a year of local news and information programming. This additional local content will be made available to consumers using a combination of distribution platforms.

Children's Programming

Commitment #3. Comcast will use its On Demand and On Demand Online platforms and a portion of the NBC O&Os' digital broadcast spectrum to speak to kids. Comcast intends to develop additional opportunities to feature children's content on all available platforms.

- Comcast will add 500 VOD programming choices appealing to children and families to its central VOD storage facilities within 12 months of closing and will add an additional 1,000 such VOD choices (for a total of 1,500 additional VOD choices) within three years of closing. (The majority of Comcast's cable systems will be connected to Comcast's central VOD storage facilities within 12 months of closing and substantially all will be connected within three years of closing.) Comcast will also make these additional choices available online to authenticated subscribers to the extent that Comcast has the requisite online rights.

- For three years following closing, each of NBC's O&O stations will provide one additional hour per week of children's educational and informational programming utilizing one of the station's multicast channels.

Commitment #4. Comcast reaffirms its commitment to provide clear and understandable on-screen TV Ratings information for all covered programming across all networks (broadcast and cable) of the combined company, and to apply the cable industry's best-practice standards for providing on-screen ratings information in terms of size, frequency and duration.

- NBCU will triple the time that program ratings remain on the air after each commercial break (from 5 seconds to 15 seconds).

- NBCU will make program ratings information more visible to viewers by using a larger format.

Commitment #5. In an effort to constantly improve the tools and information available for parents, Comcast will expand its growing partnership with Common Sense Media ("CSM"), a highly respected organization offering enhanced information to help guide family viewing decisions. Comcast will work to creatively incorporate CSM information it its emerging On Demand and On Demand Online platforms and other advanced platforms, and will look for more opportunities for CSM to work with NBCU.

- Comcast currently gives CSM content prominent placement on its VOD menus. Comcast and the new NBCU will work with CSM to carry across their distribution platforms more extensive programming information and parental tools as they are developed by CSM. Comcast and NBCU will explore cooperative efforts to develop digital literacy and media education programs that will provide parents, teachers, and children with the tools and information to help them become smart, safe, and responsible users of broadband.

- Upon closing and pursuant to a plan to be developed with CSM, Comcast will devote millions of dollars in media distribution resources to support public awareness efforts over the next two years to further CSM's digital literacy campaign. The NBCU transaction will create the opportunity for CSM and Comcast to work with NBCU's broadcast networks, local broadcast stations, and cable networks to provide a targeted and effective public education campaign on digital literacy, targeting underserved areas, those with high concentrations of low-income residents and communities of color, as well as target Latino communities with specifically tailored Spanish-language materials.

Programming for Diverse Audiences

Commitment #6. Comcast intends to expand the availability of over-the-air programming to the Hispanic community utilizing a portion of the digital broadcast spectrum of Telemundo's O&Os (as well as offering it to Telemundo affiliates) to enhance the current programming of Telemundo and mun2.

- Within 12 months of closing the transaction, Telemundo will launch a new Spanish language channel using programming from Telemundo's library that has had limited exposure, to be broadcast by each of the Telemundo O&O stations on one of their multicast channels. The Telemundo network also will make this new channel available to its affiliated broadcast stations on reasonable commercial terms.

Commitment #7. Comcast will use its On Demand and On Demand Online platforms to feature Telemundo programming.

Commitment #8. Comcast intends to continue expanding the availability of mun2 on the Comcast Cable, On Demand, and On Demand Online platforms.

- Comcast will increase the number of VOD choices from Telemundo and mun2 available on its central VOD storage facilities from approximately 35 today, first to 100 choices within 12 months of closing and then to a total of 300 additional choices within three years of closing. Comcast will also make these additional choices available online to its subscribers to the extent that it has the requisite online rights.

Expanded Video On Demand Offerings At No Additional Charge

Commitment #9. Comcast currently provides approximately 15,000 VOD programming choices free or at no additional charge over the course of a month. Comcast commits that it will continue to provide at least that number of VOD choices free or at no additional charge. In addition, within three years of closing the proposed transaction, Comcast will make available over the course of a month an additional 5,000 VOD choices via its central VOD storage facilities for free or at no additional charge.

Commitment #10. NBCU broadcast content of the kind previously made available at a per-episode charge on Comcast's On Demand service and currently made available at no additional charge to the consumer will continue to be made available at no additional charge for the three-year period after closing.

Public, Educational, and Governmental ("PEG") Channels

Commitment #11. With respect to PEG channels, Comcast will not migrate PEG channels to digital delivery on any Comcast cable system until the system has converted to all-digital distribution (i.e. until all analog channels have been eliminated), or until a community otherwise agrees to digital PEG channels, whichever comes first.

Commitment #12. To enhance localism and strengthen educational and governmental access programming, Comcast will also develop a platform to host PEG content On Demand and On Demand Online within three years of closing.

- Comcast will select five locations in its service area to test various approaches to placing PEG content on VOD and online. Comcast will select these locations to ensure geographic, economic and ethnic diversity, with a mix of rural and urban communities, and will consult with community leaders to determine which programming – public, educational and/or governmental – would most benefit local residents by being placed on VOD and online.

- Comcast will file annual reports to inform the Commission of progress on the trial and implementation of this initiative.

Carriage for Independent Programmers

Commitment #13. As Comcast makes rapid advances in video delivery technologies, more channel capacity will become available. So Comcast will commit that, once it has completed its digital migration company-wide (anticipated to be no later than 2011), it will add two new independently-owned and -operated channels to its digital line-up each year for the next three years on customary terms and conditions.

- New channels are channels not currently carried on any Comcast Cable system.

- Independent programmers are entities that are not affiliated with Comcast, NBCU, or any of the top 15 owners of cable networks (measured by revenue).

Expanded Application of the Program Access Rule Protections

Commitment #14. Comcast will commit to voluntarily accept the application of program access rules to the high definition (HD) feeds of any network whose standard definition (SD) feed is subject to the program access rules for as long as the Commission's current program access rules remain in place.

Commitment #15. Comcast will commit to voluntarily extend the key components of the FCC's program access rules to negotiations with MVPDs for retransmission rights to the signals of NBC and Telemundo O&O stations for as long as the Commission's current program access rules remain in place.

- Comcast will be prohibited in retransmission consent negotiations from unduly or improperly influencing the NBC and Telemundo O&O stations' decisions about the price

or other terms and conditions on which the stations make their programming available to unaffiliated MVPDs.

- The "burden shifting" approach to proof of discriminatory pricing in the program access rules will be applied to complaints regarding retransmission consent negotiations involving the NBC and Telemundo O&O stations.

- The five-month "shot clock" applied to program access adjudications would apply to retransmission consent negotiations involving the NBC and Telemundo O&O stations.

Journalistic Independence

Commitment #16. The combined entity will continue the policy of journalistic independence with respect to the news programming organizations of all NBCU networks and stations, and will extend these policies to the potential influence of each of the owners. To ensure such independence, the combined entity will continue in effect the position and authority of the NBC News ombudsman to address any issues that may arise.

Labor-Management Relations

Commitment # 17. Comcast respects NBCU's existing labor-management relationships and expects them to continue following the closing of the transaction. Comcast plans to honor all of NBCU's collective bargaining agreements.

comcast

NBC UNIVERSAL

ATTACHMENT # 3

COMCAST AND NBCU'S SUMMARY OF DIVERSITY COMMITMENTS

Comcast Corporation ("Comcast") and NBC Universal ("NBCU") have made a series of commitments to diverse communities in connection with the joint venture between Comcast and General Electric ("GE") relating to NBCU. Except as otherwise indicated, all of these commitments are new or expand upon current commitments by the companies. These commitments span the organizations' business practices with respect to governance, workforce recruitment and career development, supplier diversity, media ownership, programming, and community and partnership investment.

1. Existing Initiatives and Commitments

Comcast and NBCU will honor their respective existing diversity commitments, including those contained in the diversity memorandum of understanding between NBC and a coalition representing the interests of various minority organizations reached in the year 2000, to the extent the commitments remain relevant. Those commitments will be extended to the programming assets that Comcast will contribute to the newly formed Comcast Entertainment Group upon closing of the joint venture.

2. Governance

Comcast and NBCU: New External Diversity Advisory Councils. Comcast and NBCU will establish four external Diversity Advisory Councils (collectively called the "Joint Council") representative of African American, Latino, Asian Pacific Islander, and other diverse communities, to facilitate open communication on the development, monitoring, and evaluation of the companies' diversity initiatives. Comcast will appoint up to nine (9) members to each Diversity Advisory Council with input from national minority leadership organizations. The Joint Council and each Advisory Council will meet at least two times per year with Comcast's and NBCU's internal Diversity Councils, including an annual meeting with Comcast's Chairman and Chief Executive Officer. In addition, the Diversity Councils will interact throughout the year on diversity issues with representatives of Comcast and NBCU.

The Advisory Councils will provide advice to the senior executive teams at Comcast and NBCU regarding the companies' development and implementation of a strategic plan to improve diversity practices. Comcast will develop a strategic plan, with advice from the Joint Council, to address five critical "Focus Areas" related to diversity – governance, workforce recruitment and career development, supplier diversity, programming, and community investment and partnerships.

comcast NBC UNIVERSAL

Comcast: Benchmarking and Ongoing Reporting. Comcast will conduct a benchmark study of the diversity initiatives in these Focus Areas which it will update annually to facilitate input and recommendations from the Joint Council for strategies to improve performance in the five Focus Areas. Annually, Comcast will provide diversity data to the Advisory Councils related to the five Focus Areas, subject to a non-disclosure agreement and the understanding that the data will be used only for internal discussions and development of progress reports by the Joint Council.

NBCU: Coalition Reporting. NBCU will continue to report annually on its corporate diversity efforts, with particular emphasis on programming/content, procurement, and pipeline programs, to a Coalition consisting of the following four organizations ("NBCU Coalition"):

National Association for the Advancement of Colored People, Inc. ("NAACP");
American Indians in Film and Television;
National Asian-Pacific American Media Coalition; and
National Latino Media Council.

NBCU's Chief Diversity Officer will consult quarterly with each of these NBCU Coalition members on diversity issues.

Comcast and NBCU: Diversity Oversight. Comcast and NBCU each will continue to support their respective internal Diversity Councils. Each organization also will provide annual reports to the Joint Council analyzing success in achieving diversity objectives and offering recommendations for improvement.

3. Workforce Recruitment & Career Development

Comcast and NBCU: Increased Minority Representation: Comcast and NBCU are committed to be industry leaders in the arena of workforce diversity. Both organizations commit that they will increase minority representation at all levels of their respective organizations and will recruit and retain more minorities so that their workforces more accurately reflect the communities they serve.

Comcast and NBCU: Joint Council Input on Recruitment and Leadership Development. Comcast and NBCU will seek the advice of the Joint Council in reviewing and selecting executive leadership development programs, recommendations for minority-owned executive search firms that may be helpful in finding and retaining diverse talent, and assistance in the development of internship programs aimed at exposing college and university-level students to career opportunities.

Comcast and NBCU: Career Path Programs. Comcast and NBCU will continue to develop career-path programs, including mentoring programs, designed to enhance the promotion potential of identified diverse talent, moving individuals from entry-level, to mid-level, to senior management.

Comcast and NBCU: Minority Internship and Scholarship Programs. Comcast and NBCU will increase support for programs focusing on the growth and development of minorities, such as the Emma L. Bowen Foundation for Minority Interests in Media ("Emma Bowen Foundation") and similar internship and scholarship programs focusing on diverse communities (see further discussion

of Emma Bowen Foundation under Programming and Community Investment and Partnerships below).

Comcast: Workforce Diversity Initiatives. In addition, Comcast will implement the following workforce diversity initiatives:

- **Diversity Forum.** Develop a diversity forum and action plan to increase director-level representation of minorities;
- **Focus Groups.** Create minority focus groups with the objectives of gaining insight, creating opportunities, and identifying high potential employees;
- **Boot Camp.** Implement a boot camp program for mid-level vice president candidates which will include not less than 80% diverse candidates; and
- **Search Firms.** With the cooperation of the Advisory Councils, identify search firms with track records of successfully recruiting diverse pools of talent to partner with the company in identifying diverse leaders.

Comcast: Senior Position Candidate Pools. Comcast will enhance minority representation in the leadership ranks of the organization by requiring a diverse pool of candidates for all hires at the vice president level and above, including the commitment to have at least one person of color on every slate for all such hires.

NBCU: Diverse Senior Level Executives. NBCU will focus on hiring opportunities for diverse senior level executives in development, production, casting, marketing, legal/business affairs, and distribution.

Comcast and NBCU: Workplace Diversity Training Programs. Both Comcast and NBCU have active workplace diversity programs that include training on diversity issues. Both organizations are committed to exploring ways in which to expand their respective programs, including, for example, in the case of NBCU, by offering a new online diversity training module for its regular employee base.

4. Supplier Diversity

Comcast and NBCU: Increased Spend on Diverse Suppliers. Comcast and NBCU will enhance diversity in their procurement of goods and services and company-wide supplier diversity activities, increasing the amount spent on diverse business partners, including minority-owned enterprises. On a nationwide basis, Comcast and NBCU will strive to increase the percentage of business conducted with minority-owned vendors to be on par with the percentage of minority-owned businesses in the communities they serve.

Comcast and NBCU: Increased Partnerships with Diverse Organizations. Comcast and NBCU will partner with diverse organizations to enhance the utilization of minority-owned enterprises,

specifically minority-led chambers of commerce and/or other minority-led business organizations, at the national, regional, and local levels.

Comcast and NBCU: Joint Council Input on Minority Suppliers. Comcast and NBCU will seek advice from the Joint Council to identify opportunities for spending with minority-owned suppliers in agreed-upon categories.

Comcast and NBCU: Second Tier Procurement Programs. Comcast and NBCU have "second tier" procurement programs designed to encourage their top suppliers to purchase goods and services from minority-owned vendors. As part of these programs, Comcast and NBCU encourage their largest vendors to report quarterly on their spending with minority-owned vendors. Comcast and NBCU will expand their programs to create additional opportunities and an even greater impact, including expanding of second tier reporting to encompass more suppliers as well as automation of the reporting process.

Comcast and NBCU: Banking. Comcast will grow the diversity of its investment banking and banking partners through its minority banking program and through the development and expansion of relationships with minority investment firms. After the closing, NBCU will participate in Comcast's minority banking initiative. Comcast has established banking relationships with numerous minority-owned financial institutions and has included them in the creation and syndication of numerous credit facilities. Where practicable, NBCU will be a depositor in these institutions.

Comcast and NBCU: Advertising Spend. In 2011, following the close of the transaction, Comcast and NBCU jointly will commit at least an additional $7 million in spending on advertising with minority-owned media.

Comcast and NBCU: Law Firms. In 2010, Comcast became a founding partner in the Inclusion Initiative, a collaborative effort among several publicly held corporations designed to increase significantly business opportunities for law firms owned by diverse individuals. The overall goal for this initiative is $30 million, of which Comcast has committed $1 million. As part of the Inclusion Initiative, Comcast will use its best efforts to retain minority-owned law firms that participate in the Initiative. Further, NBCU commits post-close to expand its business with minority-owned law firms. NBCU will establish a working relationship with one or more minority firms in at least three cities where it has headquarters operations – New York City, Los Angeles, and Washington, D.C. In addition, NBCU will commit to have its General Counsel meet annually with the executive director of the National Association of Minority and Women Owned Law Firms ("NAMWOLF") and the senior executive of the National Bar Association to review NBCU's outreach efforts to minority-owned law firms and review its efforts to expand the amount of business that NBCU does with minority-owned firms.

5. Media Ownership

Comcast: New Independently-Owned and -Operated Cable Networks. It is Comcast's intention to ensure that there are substantial opportunities for diverse programmers to benefit from its commitment to add ten new independently-owned and -operated cable networks to its systems over

the next eight years after the close of the transaction with NBCU. This represents an expansion of the commitment appearing in the Federal Communication Commission ("FCC") Public Interest Statement of January 28, 2010. To that end, Comcast commits that at least eight of the ten networks to be added to its systems pursuant to this eight-year pledge will be networks in which minorities have a majority ownership interest.

NBCU: L.A. Station Divestiture. NBCU has agreed to divest its ownership interest in KWHY-TV, an independent Spanish-language broadcast station in Los Angeles. This process presents a key opportunity for minority ownership in one of the nation's top two largest media markets. NBCU has committed to use its best efforts to ensure that this station is sold to a minority-controlled ownership group. To facilitate this opportunity, NBCU has established a process to identify potential buyers and has selected the Minority Media and Telecommunications Council ("MMTC") as co-advisor for this transaction. MMTC has had demonstrable success in identifying qualified minority buyers in similar divestitures.

In the event these efforts do not result in the sale of KWHY-TV, the station license and assets will be placed in a divestiture trust at the closing of the proposed transaction. If this becomes necessary, MMTC will work with the trustee to effectuate the sale to a qualified third party. On May 17, 2010, an application was filed seeking FCC consent for the assignment of KWHY-TV to a divestiture trust. NBCU and MMTC will remain actively engaged in efforts to sell KWHY-TV while the application for assignment to the divestiture trust is pending.

Comcast and NBCU: Minority Buyers for Media Assets. Although no additional divestiture of media assets is contemplated in connection with the NBCU transaction, Comcast is committed to having an appropriate sensitivity to minority ownership issues in the event media assets are divested in the future, including involvement of specialists to identify minority buyers for any future asset sales.

6. Programming

Comcast and NBCU: Expansion of Minority Programming. Comcast Cable and NBCU are committed to expanding minority-focused programming and will have discussions with the external Diversity Advisory Councils representing each minority community about measures that can be taken to achieve this objective for their respective communities.

Comcast and NBCU: Enhancing Diversity in Programming. Comcast and NBCU are committed to expanding the presence of minorities both in front of and behind the cameras. In furtherance of this commitment, Comcast and NBCU commit to build on previous and current efforts to increase and improve the presence of minorities throughout all its programming, including entertainment, news, sports, and public affairs programming.

Comcast: Expanded Services and Competitive Pricing. Comcast Cable is committed to maintain and improve its track record in bringing diverse programming to its subscribers. Moreover, Comcast Cable remains committed to providing competitive and affordable video services to its customers,

including its minority customers. As part of its regular meetings with the external Advisory Councils, Comcast will review the pricing and packaging of its minority-oriented programming.

Comcast: Expansion of Diverse Video On Demand ("VOD") Content. On Demand and On Demand Online are dynamic and innovative platforms, and Comcast intends to help opportunities for owners of diverse content to utilize them. On Demand affords independent and minority owners of content with an unparalleled opportunity to reach niche audiences in a direct way and with scheduling directed by the viewers' time preference. As Comcast expands On Demand and On Demand Online, it will focus on ways to ensure that independent and minority owners of content can take advantage of these next-generation platforms. Comcast Cable also will continue to work with content providers to deliver minority-oriented content on its online Fancast Xfinity platform.

- **African American Content.** Comcast Cable recently launched Black Cinema On Demand, a VOD channel that celebrates black films, filmmakers, and actors past, present and future, focusing on the wide range of experiences, accomplishments, and points-of-view of black people as expressed through the artistic medium of film. In addition, Comcast Cable features On Demand programming that delivers a variety of television, entertainment, and music choices from various networks and programs that target African American audiences, including Black Entertainment Television (BET), H2O (Hip Hop On Demand), and recently acquired Soul Train content.

- **Asian Content.** This fall, Comcast Cable will launch Asian Cinema On Demand that will feature films from across the Asian Pacific Islander diaspora that highlight the experiences, accomplishments, and points-of-view of this community as expressed through the artistic medium of film. This permanent platform will allow Comcast Cable to work with Asian Pacific Islander English-language content developers and will be programmed by experts in the Asian Pacific Islander film space. This channel will be available 24 hours a day, 365 days a year; contain 20 hours of content; be refreshed up to 100% a month but no less than 50%; and will include a specific marketing plan developed to promote the offering.

- **Latino Content.** Within twelve months of the transaction closing, Comcast Cable plans to launch Hispanic Cinema On Demand featuring Latino-themed movies. In addition, Comcast Cable will use its On Demand and On Demand Online platforms to feature Telemundo programming and to continue expanding the availability of NBCU's mun2 (MunDos). Comcast Cable will use these platforms to increase programming choices available to children and families, as well as to audiences for Spanish-language programming. Within three years of closing the transaction, Comcast Cable has committed to add 1,500 additional programming choices appealing to children and families and 300 additional programming choices from Telemundo and mun2 to its On Demand platform.

Comcast: Continued Reliance on Unaffiliated Content. There is no prospect that the proposed transaction with GE and NBCU will diminish Comcast's reliance on unaffiliated content. Following consummation of the proposed transaction, Comcast will continue to rely on other content providers to provide the vast majority of its video content. Comcast will not rely exclusively or even primarily on NBCU content.

comcast NBC UNIVERSAL

NBCU: Entertainment Programming. With respect to entertainment programming, NBCU makes the following commitments:

- **Building Diverse Relationships.** NBCU commits to double (from two to four) the number of formal networking events hosted each year to provide information on employment opportunities for diverse directors, writers, and directors of photography with its senior executives (at the president, executive vice president, senior vice president, and vice president levels) in the feature, broadcast, cable, and digital divisions of NBCU.

- **Diverse Writers Program.** To promote diversity among its writers, NBCU commits to continue to fund diversity writer positions for three years, selected by the show-runner/producer, for each of its scripted series on the NBC broadcast network and for each of NBC's three late night programs. In addition, NBCU commits to expand this program to fund a diverse writer position on each scripted series on NBCU's cable networks.

- **Directors Fellowship Program.** NBCU will continue to sponsor this important shadowing program, which offers diverse participants a developmental opportunity with a DGA director, as well as exposure to other aspects of NBCU Television Studios production.

- **Casting (TV and Film).** NBCU will commit to use its influence to encourage diversity among the freelance casting directors hired in connection with the production of NBCU programming. In addition, NBCU will create a casting associates program for TV and film with an emphasis on diversity in what would be a model for the industry.

- **Professional Development Programs.** NBCU will continue to support the following four pipeline development programs offering hands-on experience in programming development and management, and other areas of NBCU's business: Entertainment Associates, NBCU/Canada Fellowships, the Universal Pictures Leadership Program, and multiple NBCU Internship Programs.

- **Benchmarking and Reporting.** NBCU commits to report annually to the Joint Council on the diversity of: (i) on-camera talent in regular, recurring, and guest roles in both scripted and reality TV programming, as well as to continue annual reporting in those areas to the members of the NBCU Coalition; and (ii) production executives (directors, writers) in primetime TV programming. NBCU will expand this annual report by including the diversity of the producers and executive producers of primetime TV series. NBC also commits to continue quarterly meetings with each NBCU Coalition member to seek input on ways for NBC to increase diverse participation in each category.

- **Diversity and Award Programming.** NBCU plans to co-produce and air a primetime network Latino-themed awards entertainment special.

NBCU: News Programming. With respect to news programming, NBCU makes the following commitments:

comcast

NBC UNIVERSAL

- **News Associate Program:** NBC's News Associate Program is a highly competitive program that identifies outstanding aspiring journalists who bring diverse backgrounds to news production and news coverage. NBCU will expand this program beyond NBC News to also include the NBC-owned and -operated stations' news departments. This means an expansion annually from six to twelve News Associates.

- **Diversity Leadership Program.** NBCU will explore ways to expand its Diversity Leadership Program, through which NBC News operates a mid-career program designed to train diverse producers and associate producers for executive producer roles. The program lasts for 18 months and involves monthly workshops, business, and finance seminars, "shadowing" days with key senior executives, individual mentoring, and presentation skills training. The program enrolls eight to ten high potential journalists every 18 months.

- **Recruitment Outreach to Minority Journalists.** NBC recruits every year at the annual conventions of the National Association of Black Journalists ("NABJ"), National Association of Hispanic Journalists ("NAHJ"), Asian-American Journalists Association ("AAJA"), National Lesbian & Gay Journalists Association, Native American Journalists Association ("NAJA"), and South Asian Journalists Association. Representatives of NBC News, NBC Sports, Local Media, and Telemundo contribute on all levels to seminars, career fairs, and student networking events, resulting in the tracking and hiring of diverse candidates. NBCU will explore ways in which this recruitment outreach can be expanded.

- **Meetings with Congressional Caucuses.** NBCU commits to annual meetings between the President of NBC News and the NBC News D.C. Bureau Chief with the Congressional Black Caucus, the Congressional Hispanic Caucus, and the Asian-American Caucus, to discuss diversity practices as they affect the News Division.

- **NBC News Summer Fellowship Program.** NBCU will explore ways to expand its News Summer Fellowship Program, under which NBC sponsors two (2) paid internships every summer for nominees from each of three organizations: NABJ, NAHJ, and AAJA. These six (6) paid interns are selected jointly every year by the individual organizations and NBC News. NBCU will expand its news internships and increase to a minimum of nine paid internships annually with NABJ, NAHJ, and AAJA (three each year per organization), while also seeking to extend the program to NAJA, to foster the careers of aspiring diverse journalists.

NBCU: Programming Leadership Diversity. NBCU commits that it will continue to take steps to increase the diversity of its executives in each of the following areas: development (television and film); production (television and film); and marketing (television and film). NBCU will work diligently to ensure that key slates for executive openings include diverse candidates identified either through leveraging internal succession plans or using external sources, such as recruiting firms that have strong expertise and track records in identifying diverse candidates within these fields, as needed or appropriate.

comcast

NBC UNIVERSAL

NBCU: Telemundo Newscasts. Telemundo just introduced a comprehensive news strategy to enhance and expand its news content across multiple platforms, including an increased investment in local newscasts at the Telemundo stations. This will include the launch of a weekly public affairs show in the first half of 2010. Comcast Cable and NBCU are committed to the production of local newscasts in the communities where stations are located. Further, as a result of the joint venture, NBCU will not reduce the number of current local Telemundo newscasts and will consider expanding local Telemundo newscasts. NBCU will continue to expand local content in Telemundo station newscasts.

NBCU: Emma Bowen Foundation. NBCU is one of the largest supporters of the Emma Bowen Foundation, a preeminent organization dedicated to preparing minority youth for careers in the media industry. NBCU has sponsored more than 100 students, a significant number of whom have taken positions at NBCU and elsewhere in the industry. NBCU commits to continuing as an industry leader in this program and will expand its participation in and support of the program by sponsoring at least 50 students annually for the next five years, as well as continuing to house the Foundation in its Washington, D.C. offices and providing administrative support to the organization on a *pro bono* basis.

7. Community Investment & Partnerships

Comcast and NBCU: Ten Percent Increase in Community Investment. Comcast and NBCU commit to increase their philanthropic efforts to support minority-led and minority-serving institutions and to establish more specific benchmarks for their investment activities in minority communities in consultation with the Joint Council. Upon closing of the transaction, Comcast is prepared to increase its community investment spend on minority-led and minority-serving institutions by 10% per year for each of the next three years. Similarly, NBCU will increase its funding by 10% per year for each of the next three years in the areas of community-based philanthropic focused organizations that serve youth and family in under-served communities and community engagement organizations with broad missions of serving diverse communities.

Comcast: Community Investment and Partnership Programs. Comcast will enhance its investment in diverse communities and its partnerships with diverse organizations by taking the following steps.

- **Comcast Leaders and Achievers Scholarship Program.** Comcast will increase outreach to diverse students and schools for The Comcast Leaders and Achievers Scholarship program.

- **Internship and Scholarship Programs.** Comcast remains the largest supporter of the Emma Bowen Foundation internships. Comcast will increase its support for this program and similar internship and scholarship programs and will seek to enhance participation of minority students in these programs. In addition, Comcast will work with its Human Resources Department to ensure that graduates of these programs are being considered for entry level positions.

- **Beyond School Walls Program.** Through the Big Brothers Big Sisters Beyond School Walls program, Comcast will ensure that school assignments are in diverse communities.

comcast

NBC UNIVERSAL

- **Comcast Cares Day.** Comcast will expand its Comcast Cares Day focus to add organizations being served in diverse communities and to increase the number of organizations that are serving diverse beneficiaries.

- **Comcast Digital Connectors Program.** Comcast will ensure that locations of its programs through the Comcast Digital Connectors program (in partnership with One Economy) are in diverse communities.

- **Promotion of Diverse Partnerships.** Comcast will promote and communicate the positive work and impact of its diverse partners, including increases in public service announcements, social media communications, advertising, and media placement, both locally and nationally.

ATTACHMENT # 4

List of Supportive Letters Received by the Federal Communications Commission (as of July 1, 2010)

1. Atlanta Interfaith Broadcasters, Inc.
2. Center for the Homeless
3. Brian J. Ladouceur, Jr.
4. Phil Bryant, Lieutenant Governor, Mississippi
5. Nuestra Tele Noticias (NTN24)
6. Big Brothers Big Sisters of the Illinois Capital Region
7. Don Moyer Boys & Girls Club
8. Gerald Van Woerkom, State Senator, Michigan
9. Jon Switalski, State Representative, Michigan
10. Roger Kahn, State Senator, Michigan
11. Grange Coffin, Mayor, Meggett, South Carolina
12. Leominster Access Television LATV
13. Celebrity Series of Boston
14. Paul Cohen, Town Manager, Chelmsford, Massachusetts
15. Family Shelter Service
16. Ann Arbor's Teen Center - The Neutral Zone
17. Vince DeCario, Chairman of Board of Supervisors, Derry Township, Pennsylvania
18. El Pueblo
19. McFarlane Media
20. Knoxville Opera
21. Chamber of Commerce, Salisbury, Maryland
22. Alexander Bennett, Mayor, Baldwin, Pennsylvania
23. Ed Clemente, State Representative, Michigan
24. George & Laura Landry
25. Children's Services Council of Broward County
26. Chamber of Commerce, Middlesex, New Jersey
27. Wood-To-Wonderful
28. New Spiritual Light M.B. Church
29. Naperville, Illinois Television 17
30. Roy Wallace, Comcast Employee
31. Big Brothers Big Sisters
32. United Way of Metropolitan Chicago
33. East Metro Economic Alliance
34. Opportunity Works
35. Denny Doyle, Mayor, Beaverton, Oregon
36. Chamber of Commerce, Mercer, New Jersey
37. James H. Round, Director of Information Technology, Burlington, Massachusetts
38. The Rosie Fund

39. Rockford Symphony Orchestra
40. Scott Christiansen, Chairman, Winnebago County, Illinois
41. Kathy Angerer, State Representative, Michigan
42. Chamber of Commerce, Naperville, Illinois
43. George Gaulrapp, Mayor, Freeport, Illinois
44. Cameron Brown, State Senator, Michigan
45. Larry Means, State Senator, Alabama
46. Sallie Clark, Commissioner, El Paso County, Colorado
47. United Way of Central Illinois
48. Michael Flaherty, Former City Councilman, Boston
49. Bruce Patterson, State Senator, Michigan
50. Artists' Ensemble Theater
51. Rockford MELD
52. Chamber of Commerce, Whiting Robertsdale, Indiana
53. Governmental League, Will County, Illinois
54. Richard LeBlanc, State Representative, Michigan
55. Ron Jelinek, State Senator, Michigan
56. Mike Nofs, State Senator, Michigan
57. Chamber of Commerce, American Arab
58. Chamber of Commerce, Dearborn, Michigan
59. West Central Municipal Conference
60. Mike Mason, Comcast Employee
61. Mayors and Managers Conference, DuPage, Illinois
62. Career & Technical Center, Porter County, Indiana
63. Betty Critchley
64. Boys & Girls Club of Decatur, Illinois
65. South Hills Area Council of Governments
66. Gil Hill, Former City Councilman, Detroit
67. Chamber of Commerce, Asian Pacific American
68. Victor Loomis, Mayor, East Lansing, Michigan
69. Tim Davlin, Mayor, Springfield, Illinois
70. Chris Coons, County Executive, New Castle, Delaware
71. United Way of Decatur & Mid-Illinois
72. John Gleason, State Senator, Michigan
73. Maryland Hall for the Creative Arts
74. William Flanigan, Mayor, Fall River, Massachusetts
75. Fred Durhal, State Representative, Michigan
76. Boys & Girls Club of Southern Maryland
77. Gail & Steve Murphy
78. Michele & Scott Goodwin
79. Siobhan & Tom Grant
80. Phyllis Towle
81. The Atheneum

82. Natcon Properties
83. Girls Inc.
84. YMCA, Danvers, Massachusetts
85. Flint Memorial Library
86. Alan Cropsey, State Senator, Michigan
87. Michigan State University Museum
88. Cristo Rey Community Center
89. Michele Manke, Clerk, Leoni Township, Michigan
90. Michigan City Senior Center
91. Vincent Deon, Supervisor, Northampton Township, Pennsylvania
92. Joseph Curtatone, Mayor, Somerville, Massachusetts
93. Lennies Gutierrez, Comcast Employee
94. Ambrose Rocca, Manager, Franklin Park, Pennsylvania
95. Breakthrough Cambridge
96. John Bell, Former Mayor, Gloucester, Massachusetts
97. WMCT-TV, Marlborough, Massachusetts
98. Scott Sanford, Comcast Employee
99. Jim Samaha, Comcast Employee
100. Marti Coley, State Representative, Florida
101. Doug Holder, State Representative, Florida
102. Charles Crowley, Mayor, Taunton, Massachusetts
103. John DeStefano, Mayor, New Haven, Connecticut
104. John Peyton, Mayor, Jacksonville, Florida
105. Sandra Beaudroin, Director of Recreation Department, Seabrook, New Hampshire
106. Mark Jansen, State Senator, Michigan
107. Reginald Tate, State Senator, Tennessee
108. Pam Byrnes, State Representative, Michigan
109. Jay Barrows, State Representative, Massachusetts
110. Anthony Terrezza, Mayor, Union Township, New Jersey
111. Kiwanis Day Care Center
112. Jill T. Thompson, Comcast Employee
113. Sam Ng, Comcast Employee
114. Curt Henninger, Comcast Employee
115. Michael Ross, City Councilman, Boston
116. Bill Linehan, City Councilman, Boston
117. Jazz Education, Inc.
118. AM1kids Jacksonville
119. Ernie Slottag, Director, Communications Department, Springfield, Illinois
120. John Proos, State Representative, Michigan
121. Comite Cultural Mexicano de Cicero
122. Mark Wherley, Station Manager, Adams County TV
123. Tom Landis, Treasurer, Adams County TV
124. Ronald Shultz, Board Member, Adams County TV

125. Ronald Harris, President, Adams County TV
126. Carol Newhart, Secretary, Adams County TV
127. Wharton Center for the Performing Arts
128. John Critchley
129. Adria Cilley
130. James Tatum Foundation for the Arts
131. Robert Earley
132. Terri Land, Secretary of State, Michigan
133. Stephanie Rockafellow
134. Eight Mile Boulevard Association
135. Francis J. Powers, Former Captain, Boxborough District Minuteman Company
136. Monica Fineis
137. Karen Dunigan, Mayor, Jackson, Michigan
138. United Way of Pioneer Valley, Massachusetts
139. Daisy Lynum, Commissioner, Orlando, Florida
140. Habitat for Humanity, Atlantic Beach, Florida
141. Pennsylvania League of Cities & Municipalities
142. Community Unit School District 203, Naperville, Illinois
143. Small Business Association of Michigan
144. Methuen Community TV (MCTV)
145. Brian Brown
146. Sue & Joe Ambrose
147. Chamber of Commerce, Chicago Korean American
148. Boys & Girls Club of Troy, Michigan
149. Operation Bootstrap
150. Ron Khoury
151. John Ruckelshaus
152. John Davis, Manager, Doylestown, Pennsylvania
153. Christopher B. Burke Engineering
154. The Home for Little Wanderers
155. Clare & Fran Maher
156. Renae & Bob Tuffy
157. Citizens Schools of Massachusetts
158. Bill Kandler
159. Gary Reed
160. Chamber of Commerce, Grand Rapids, Michigan
161. Joe Haveman, State Representative, Michigan
162. Chamber of Commerce, Greater Springfield, Illinois
163. Walter Burnett, Alderman, Chicago, Illinois
164. Chicago Neighbors United
165. Urban League of Battle Creek, Michigan
166. Mark Minasian
167. Bret Marr

168. Capital Area Literacy Coalition
169. Community Action Partnership of Central Illinois
170. Donnalee Lozeau, Mayor, Nashua, New Hampshire
171. Colleen McNamara
172. Thomas Sheehan
173. Chamber of Commerce, New Britain, Connecticut
174. Matthew Groen
175. Grosse Pointe War Memorial Association
176. Chamber of Commerce, Plymouth, Massachusetts Area
177. Yankee Doodle Homecoming
178. Eastern Illinois Foodbank
179. Christine Miller-Betts, Director, Lucy Craft Laney Museum of Black History
180. Disability Advocates of Kent County, Michigan
181. Adrian Cazal
182. Carm Herman, Executive Director, Barbara Olson Center of Hope
183. Midway Village Museum
184. Rockford Area Arts Council
185. Cara Maher
186. Lindsey Ambrose
187. Joseph Ambrose
188. Feeding America West Michigan Food Bank
189. Janet & Mike Guenet
190. Fran & Amanda Maher
191. Debra Boothby, Treasurer, Benton Charter Township, Michigan
192. Sarah Bryant, Comcast Employee
193. Bernie Herpin, Councilman, Colorado Springs, Colorado
194. Melissa Huerta
195. G. Wayne Davis
196. Easter Seals Joliet, Illinois Region
197. Boys & Girls Club of Greater Holyoke, Massachusetts
198. Gregory Cary, Former Supervisor, Honey Brook Township, Pennsylvania
199. Pearl Buck Center
200. Jennifer Catalano, Comcast Employee
201. James Sayer, Comcast Employee
202. Denis Fraine, Administrator, Bellingham, Massachusetts
203. Barry Hyde, State Representative, Arkansas
204. Larry Eldridge, Comcast Employee
205. Motor City Blight Busters
206. Harry Tindell, State Representative, Tennessee
207. Gerald Brown, Mayor, Trenton, Michigan
208. Wendy Mizutani, Comcast Employee
209. Family Building Blocks
210. Maryland Food Bank

211. Jim Bensberg, Commissioner, El Paso County, Colorado
212. Nancy Richard, Executive Director, PACTV
213. Ed Honea, Mayor, Marana, Arizona
214. Alice Kessler, Comcast Employee
215. Christopher Rose, Manager, Raymond, New Hampshire
216. Chamber of Commerce, Greater Portsmouth, New Hampshire
217. New America Media
218. William Wild, Mayor, Westland, Michigan
219. Mark Trifiro, Chair, Shawsheen Valley Technical High School, Shawsheen, Massachusetts
220. Chris Mason, Mayor, Harriman, Tennessee
221. Robert Ficano, Executive, Wayne County, Michigan
222. Theresa Kail-Smith, City Councilwoman, Pittsburgh
223. Brian O'Neill, Councilman, Philadelphia
224. Kathleen Donovan-Maher
225. Big Brothers Big Sisters of Bucks County, Pennsylvania
226. Colina Foundation
227. Wayne Smith, Mayor, Irvington, New Jersey
228. Public Schools Education Foundation, Carroll County, Maryland
229. Anita Alvarez, State's Attorney, Cook County, Illinois
230. Chamber of Commerce, Greater Dallas Hispanic
231. Urban League of Middle Tennessee
232. Marcelo Llorente, State Representative, Florida
233. Urban League of Springfield, Illinois
234. SomosTV
235. Ron Calderon, State Senator, California
236. Boys & Girls Clubs of Los Angeles
237. Michael Head, President, Organization for Chinese Americans, Sacramento
238. Knowledge Institute
239. FoodBank of Monmouth and Ocean Counties, New Jersey
240. Denver Public Schools Foundation
241. W. Burrell Ellis, CEO, DeKalb County, Georgia
242. Chamber of Commerce, Central Delaware
243. Chamber of Commerce, California Asian Pacific
244. Ceasar Mitchell, City Council President, Atlanta
245. Asian Pacific Islander American Public Affairs Association
246. Urban League of Atlanta
247. Point Breeze Performing Arts Center
248. New Covenant Missionary Baptist Church
249. Young Scholars' Institute
250. Pennsylvania Rural Partners
251. VivaKi
252. John Seibert, Director, Department of Parks & Recreation, Valparaiso, Indiana

253. Urban League of Hudson County, New Jersey Inc.
254. United Way of Chester County, Pennsylvania
255. United Way of Central Maryland
256. Gary Klingman, Manager, Township of Findlay, Pennsylvania
257. Western Utility Contractors
258. The Partnership of Drug-Free America
259. The Literacy Council
260. Regional Business Coalition
261. Tech Council of Maryland
262. Joan M. Menard, State Senator, Maryland
263. Michael Tryon, State Representative, Illinois
264. Kreg Battles, State Representative, Indiana
265. Kenneth Dunkin, State Representative, Illinois
266. Cynthia Soto, State Representative, California
267. Brian Patrick Kennedy, State Representative, Rhode Island
268. Suzanne "Suzie" Bassi, State Representative, Illinois
269. Starcom MediaVest Group
270. Special Olympics Massachusetts
271. South Suburban Mayors and Managers Association
272. Dave Buchewicz, Chairman, Board of Supervisors, South Park Township, Pennsylvania
273. Hardie Davis, State Senator, Georgia
274. Alex Padilla, State Senator, California
275. Chamber of Commerce, San Francisco
276. Rodney Street Tennis & Tutoring Association
277. One Economy Corporation
278. Robert Andrews, John Adler, Leonard Lance, Frank LoBiondo, Steven Rothman, Albio Sires, Christopher Smith, Congressmen, New Jersey
279. P. Eric Turner, State Representative, Indiana
280. Robert Matzie, State Representative, Pennsylvania
281. Matt Smith, State Representative, Pennsylvania
282. Maria Sachs, State Representative, Florida
283. Rebuilding Together, Valparaiso, Indiana
284. RHI Entertainment, Inc.
285. Chamber of Commerce, Pittsburgh Area Hispanic
286. Pennsylvania Cable Network
287. Partnership for a Drug-Free New Jersey
288. Otis Wilson
289. Open Meadow Alternative Schools
290. United Way, Northwest Suburban
291. Community Development Corporation, Nicetown, Pennsylvania
292. National Urban League
293. National Conference of Democratic Mayors
294. Naked New York, LLC

295. Community College Foundation, Moraine Valley, Illinois
296. Mindshare N.A.
297. Stephanie Rawlings-Blake, Mayor, Baltimore
298. Gavin Newsom, Mayor, San Francisco
299. Maryland Humanities Council
300. Manuel Sanchez
301. Maryland Economic Development Association
302. Lorena Hernandez, Comcast Employee
303. Life Pieces To Masterpieces
304. Leadership Greater Washington
305. Latino Memphis
306. Latin American Youth Center
307. Latin American Association
308. Kennedy Krieger Institute
309. Junior Achievement of Eastern Massachusetts
310. Joseph A. Moore, Alderman, Chicago
311. New Hampshire Business & Industry Association
312. Jersey Access Group
313. James Francisco, Retired Comcast Employee
314. Robert Behning, State Representative, Indiana
315. David Frizzell, State Representative, Indiana
316. Cleo Duncan, State Representative, Indiana
317. Images of Hope, Inc.
318. Brandon Phelps, State Representative, Illinois
319. Hyde Square Task Force
320. Chamber of Commerce of Hispanic Central Pennsylvania
321. Jack Markell, Governor, Delaware & Bill Ritter, Governor, Colorado
322. Robert F. McDonnell, Governor, Virginia
323. Gads Hill Center
324. Plaza Community Services, Los Angeles
325. John Eaves, Fulton County Commission Chairman, Fulton County Georgia
326. DC Office of Cable Television
327. Elijah Cummings Youth Program in Israel
328. Edward J. O'Malley, Chairman, New Jersey's Governor's Council on Volunteerism
329. Comcast Community Advisory Board
330. Economic Development Council of Tallahassee/Leon County, Inc.
331. East Tennessee Historical Society
332. Chicagoland Apartment Association
333. Convention & Visitors Bureau, Chicago Southland
334. Chamber of Commerce, Chicago Chinatown
335. Center for Possibilities
336. Capital Region Council of Governments
337. Boys & Girls Clubs of Central Virginia

338. Big Brothers Big Sisters of Central Illinois
339. Big Brothers Big Sisters of Essex, New Jersey
340. Directors Guild of America
341. Denver Metro Chamber Leadership Foundation (DMCLF)
342. Chamber of Commerce, District of Columbia
343. David Fay, President & CEO, The Bushnell Center for the Performing Arts, Hartford, Connecticut
344. Council for Quality Growth
345. City Year of Washington, DC
346. Douglas H. Palmer, Mayor, Trenton, New Jersey
347. Mike Bodker, Mayor, Johns Creek, Georgia
348. Thomas J. Aspell, City Manager, Concord, New Hampshire
349. Richard Daley, Mayor, Chicago
350. John W. Hickenlooper, Mayor, Denver
351. Alfonso Barrera/HispanicPro.com
352. Ray Suarez, Alderman, Chicago, Illinois
353. Alice Paul Institute
354. ARRIS Group Inc.
355. Jamie Woodson, State Senator, Tennessee
356. Lane Metro Partnership
357. Urban League Tri-County Inc.
358. Relief Nursery, Inc.
359. Michigan Community Service Commission
360. Westside Ministers Coalition
361. United Way of Chittenden County, Vermont
362. Terri J. Austin, State Representative, Indiana
363. South Jersey Field of Dreams
364. Antonio Villaraigosa, Mayor, Los Angeles
365. Elizabeth A. Murray, Comcast Employee
366. Jimmy Patronis, State Representative, Florida
367. Friends of the DuPage Theatre
368. Frontline Communications
369. Community Development Corp., Fuller Park, Illinois
370. Chamber of Commerce, Greater North Fulton, Georgia
371. Chamber of Commerce, Greater Tallahassee
372. Cable Council, Greater Waterbury, Connecticut
373. Jewish Life TV
374. Life Center Church of God in Christ
375. Mark Sanborn
376. Chamber of Commerce, Latino North Berwyn Park District, Illinois/Berwyn, Illinois
377. Chris Lauzen, State Senator, Illinois
378. Boys & Girls Clubs of Greater Peoria, Illinois
379. Asian American Journalists Association (AAJA SF&SAC chapters)

380. Tony Samuel, Comcast Customer
381. TargetCast tcm
382. John Fielder
383. Tyler Lopez
384. Bret Saunders
385. Catherine Head
386. Mary Thelen
387. Thomas J. Noel
388. Steven Weil
389. Pennsylvania State Association of Boroughs
390. Jane M. Francisco, Comcast Employee
391. Frederick Alliance for Youth
392. Forever Family
393. Public Education & Business Coalition, Denver, Colorado
394. Cynthia Cusack
395. Paul LaFlamme, Former State Representative, New Hampshire
396. Joseph Stemberger, Mayor, Elmer, New Jersey
397. Big Brothers Big Sisters of Greater Chattanooga
398. Alternatives in Action
399. John Millner, State Senator, Illinois
400. Little Angels
401. Boys & Girls Club of Cape Cod, Inc.
402. New Hampshire Division of Economic Development
403. New Jersey Parent Teacher Association
404. Fiesta Educativa, Inc.
405. Inspiration Networks
406. James Merritt, State Senator, Indiana
407. Juan-Carlos Planas, State Representative, Florida
408. Prevent Child Abuse Vermont
409. Community Media Center, Cape Cod
410. YMCA of Reading & Berks County, Pennsylvania
411. School District of South Burlington, Vermont
412. Chamber of Commerce, New Castle County, Delaware
413. Centers for Youth & Families, Boston
414. AgeOptions
415. Tom Worley, Comcast Employee
416. Chamber of Commerce, Bolingbrook, Illinois
417. Chamber of Commerce, Greater Boston
418. Barry Krumstock, Assistant City Manager, Rolling Meadows, Illinois
419. Arthur Letchas, Mayor, Alpharetta, Georgia
420. Southwest Conference of Mayors
421. Rutgers Center for American Women and Politics
422. MetroHartford Alliance

423. Larc School
424. Connecticut Public Broadcasting Network
425. Randy Thurston
426. National Hispanic Caucus of State Legislators
427. Boys & Girls Clubs of Delaware
428. Boys & Girls Clubs of Chicago
429. Urban League of Springfield, Massachusetts
430. Urban League of Greater Pittsburgh
431. True Rock Ministries
432. Tri-County Community Action Agency, Inc.
433. Eligio W. Goodwin, Cowtown Events Inc
434. Volunteer USA Foundation
435. United Way of Greater Mercer County, New Jersey
436. Chamber of Commerce, U.S.-Mexico
437. Spanish Theatre Repertory Co. Ltd.
438. National Association for Multi-ethnicity in Communications (NAMIC)
439. Cuban American National Council
440. National Forum for Black Public Administrators
441. Ellen Cohen, State Representative, Texas
442. Sean Eberhart, State Representative, Indiana
443. Garrett Richter, State Senator, Florida
444. Chamber of Commerce, Paulding, Georgia
445. Pamela R. Lampitt, Assemblywoman, New Jersey
446. Stephen M. Sweeney, Senate President, New Jersey
447. New Jersey State Library
448. National Black MBA Association Boston Chapter
449. Louis D. Greenwald, General Assemblyman, New Jersey
450. Literacy Advance of Houston
451. Jim Romanek, Executive Director of Kankakee Valley Park District, Kankakee, Illinois
452. Café Media
453. Judy K. Hodgdon, Comcast customer
454. James V. Brown Library
455. Cordoba Corporation
456. Fifth Ward Enrichment Program, Inc.
457. Chip Mackrides, Supervisor, Edgmont Township, Pennsylvania
458. Discovery Green
459. Woody Thompson, County Commissioner, Cobb, Georgia
460. Jeffrey Rea, Mayor, Mishawaka, Wisconsin
461. Citizens League
462. Casa Puebla
463. Boys & Girls Clubs of Metro Atlanta Inc.
464. Boys & Girls Clubs in New Jersey
465. Chamber of Commerce, Beaver County, Pennsylvania

466. Yvette Bowden, President, Piedmont Park Conservancy, Piedmont, Georgia
467. American Conference on Diversity
468. Chamber of Commerce, Hispanic Greater San Jose
469. National Hockey League
470. Ken Steele, Mayor, Fayetteville, Georgia
471. La Casa Norte
472. Michael Nutter, Mayor, Philadelphia
473. August Wilson Center for African American Culture
474. The Salvation Army
475. PirTano Construction Company Inc.
476. United Teen Equality Center
477. Maria Antonia Berrios, State Representative, Illinois
478. Ronald L. Ramsey, Lieutenant Governor, Tennessee
479. Darlene M. Harris, City Council President, Pittsburgh
480. Child Advocates
481. USC Mexican American Alumni Association
482. Thomas O. Varnell
483. Shelby Residential & Vocational Services, Inc.
484. Music and Art School, Los Angeles
485. Literacy Works
486. Gustavo A. Bujanda
487. Chamber of Commerce, Greater Pueblo, Colorado
488. Hope House
489. United Way of Warren County, New Jersey
490. Kirk Wilson, Mayor, Carlisle, Pennsylvania
491. Quinn Broadcasting Co.
492. Literacy Mid-South
493. Chamber of Commerce, Fayette County, Georgia
494. Duffey-Petrosky
495. Communities in Schools of Lakewood, Washington
496. Curry Todd, State Representative, Tennessee
497. William Snyder, State Representative, Florida
498. Luke Ravenstahl, Mayor, Pittsburgh
499. Michael McGlynn, Mayor, Medford, Massachusetts
500. Neighborhood Center, Inc., Boston Chinatown
501. BerksTALKLINE
502. Appel Farm Arts and Music Center
503. Community Development Corporation, Woodland, New Jersey
504. Crime Stoppers of Houston
505. City Year
506. David Clark, Speaker of the House, Utah
507. The College of New Jersey
508. Gary Herbert, Governor, Utah

509. Franklin Sands, State Representative, Florida
510. Barry Loudermilk, State Representative, Georgia
511. George Hartwick, Commissioner, Dauphin County, Pennsylvania
512. Clay Ford, State Representative, Florida
513. Community Services, Martha's Vineyard, Massachusetts
514. Public Policy Foundation of Georgia
515. Luis Garcia, State Representative, Florida
516. Crossroads for Kids
517. The Salvation Army of Chattanooga, Tennessee
518. Mark Hamilton, State Representative, Georgia
519. Paula Garis, Special Events Supervisor, South Bend Parks and Recreation, South Bend, Indiana
520. Minnesota-Urban Mass Media Group/BMA Networks
521. Chamber of Commerce, Maryland
522. Georgia Lynne Riley, Commissioner, Fulton County, Georgia
523. Communities In Schools
524. Jeffrey W. Poehnert, Public/Education/Government Television Manager, Nashua, New Hampshire
525. Lyda Thomas, Mayor, Galveston, Texas
526. Steve LeBlanc, City Manager, Galveston, Texas
527. Workforce Development Agency, Atlanta
528. Chamber of Commerce of Greater Bethesda-Chevy Chase, Maryland
529. Gary W. Lightcap, Comcast Employee
530. Stacey E. Pickering, State Auditor, Mississippi
531. Chamber of Commerce, Florida
532. Project H.O.M.E.
533. Bobby Moak, State Representative, Mississippi
534. Boys & Girls Club, Vermont
535. Rebecca Brown, Comcast Employee
536. Dawn Staley Foundation
537. Para Los Ninos
538. Trinet Communications
539. Chamber of Commerce, Georgia
540. Rotary D7510
541. Tom Powell, President, Kid Lift Foundation
542. Daniel S. Pocek, Mayor, Bedford, Ohio
543. Teamsters Local 399
544. Teamsters Joint Council 42
545. Pearl S. Buck International
546. Oakland Parents Literacy Project
547. HOPE
548. Boys & Girls Club of Trenton, New Jersey
549. YMCA, Muskegon Family

550. School District of Greensburg Salem, Pennsylvania
551. Urban League, Inc., Tallahassee
552. Philip Gunn, State Representative, Mississippi
553. Animal Rescue League of Western Pennsylvania
554. Women in Cable Telecommunications (WICT)
555. United Way of Lebanon County, Pennsylvania
556. Mike Hubbard, State Representative, Alabama
557. Bill Trevarthen, Executive Director, Michigan Government Television (MGTV)
558. Kelly Johns, Comcast Employee
559. Rhonda Calhoun, Executive Director, League of Cities, Broward, Florida
560. Urban League of Portland
561. Troy Fraser, State Senator, Texas
562. Economic Council of Mississippi
563. James C. Hunt, Councilman, Clarksburg, West Virginia
564. Schoolhouse Supplies
565. Women's Networking Community
566. David Casiano, Mayor, Parker, Colorado
567. Gerald Bennett, Mayor, Palos Hills, Illinois
568. Chamber of Commerce, Hispanic San Mateo County, California
569. Chamber of Commerce, Cambridge, Massachusetts
570. Dave Reed, State Representative, Pennsylvania
571. Kevin Witkos, State Senator, Connecticut
572. J. Walter Michel, State Senator, Mississippi
573. Deborah Katz, Vice-President, Miracle League, Bucks County, Pennsylvania
574. Juan C. Zapata, Chairman, Board of Hispanic Caucus Chairs
575. Interfaith Action
576. United Way, Trident, South Carolina
577. Frank DiCicco, City Councilman, Philadelphia
578. Videt Carmichael, State Senator, Mississippi
579. Jeremy Yancey, State Senator, Mississippi
580. YMCA, Old Colony, Massachusetts
581. Hands On Greater Portland
582. The Center for Family Resources
583. John Fonfara, State Senator, Connecticut
584. Renaissance Entrepreneurship Center
585. Mas Enterprises and Marketing
586. Children's Museum of Naples, Florida
587. Michael Watson, State Senator, Mississippi
588. Camp Fire USA Portland Metro Council
589. Tribeca Enterprises
590. Social Capital Inc.
591. Ken Legler, State Representative, Texas
592. Rotary Club of Trenton, New Jersey

593. Linda Trubiano, Comcast Employee
594. Legacy Community Health Services, Inc.
595. Chamber of Commerce, Lawrence County, Pennsylvania
596. Urban League, Knoxville Area
597. Kiwanis Club Little Havana
598. Chamber of Commerce, Greater Colorado Springs, Colorado
599. Center for Training & Careers
600. Carol Murray, Comcast Employee
601. Boys & Girls Clubs of Sarasota County, Florida
602. Boys & Girls Clubs of Central Mississippi
603. Boys & Girls Club of Greater Flint, Michigan
604. Borough of Green Tree, Pennsylvania
605. Boys & Girls Club of Wareham, Massachusetts
606. Chambers of Commerce of Greater Springfield, Massachusetts
607. A. Pomerantz & Co.
608. WTL Communications, Inc.
609. SeaChange International
610. League of Cities, Miami-Dade County, Florida
611. Chamber of Commerce, Metro South, Massachusetts
612. Naples Botanical Garden
613. Jamie Ison, State Representative, Alabama
614. Catholic Charities Boston
615. Bruce Shaak, Comcast Employee
616. The National Conference of Black Mayors
617. The National Association of Black County Officials
618. Friends of the Children, Portland
619. Chamber of Commerce, Cambridge, Massachusetts
620. Cindy Todd, Marketing Director, Tennessee Aquarium
621. Calvin Smyre, State Representative, Georgia
622. Jim Marshall, State Representative, Pennsylvania
623. National Organization of Black Elected Legislative Women
624. La Rosa Family Services
625. Back of the Yards Neighborhood Council
626. United Way, Lycoming County, Pennsylvania
627. Laurie Shipley, Comcast Employee
628. Anthony G. Mastrangelo, Mayor, New Castle, Pennsylvania
629. Sean Logan, State Senator, Pennsylvania
630. North Bay Leadership Council
631. Police Athletic League of Philadelphia
632. Mission Kids
633. Coconut Grove Arts Festival
634. Aurora Economic Development Council
635. The Second Mile

636. Vermont Public Television
637. Carol Alvarado, State Representative, Texas
638. National Black Caucus of State Legislators
639. James Kenney, Councilman-at-Large, Philadelphia
640. American Cancer Society
641. The Enterprise Center
642. David Casas, State Representative, Georgia
643. National Conference of Hispanic Legislators
644. League of United Latin American Citizens
645. Career and Recovery Resources, Inc.
646. Asian Pacific American Leadership Institute
647. Self-Help for the Elderly
648. Communities in Schools
649. John DeBerry, State Representative, Tennessee
650. Spirit of Springfield, Massachusetts
651. Valde Garcia, State Senator, Michigan
652. Tim Burchett, State Senator, Tennessee
653. Chamber of Commerce, Redwood City, California
654. Chamber of Commerce, Old Saybrook, Connecticut
655. United Way of Middlesex, Conneticut
656. Martha Scott, State Senator, Michigan
657. Marin Services for Women
658. Chamber of Commerce, Lake Champlain, Vermont
659. Habitat for Humanity of Greater Pittsburgh
660. Big Brothers Big Sisters of Greater Twin Cities
661. Adam Salina, Mayor, Berlin, Connecticut
662. Joe Sedlak, Assistant Manager, Monroeville, Pennsylvania
663. Performing Arts Development Corporation of Springfield, Massachusetts
664. Better Business Bureau of Southern Colorado
665. Community Food Bank of Greater Pittsburgh
666. Vermont Business Roundtable
667. Stephen R. Wise, State Senator, Florida
668. Carey Baker, State Senator, Florida
669. Steve Precourt, State Representative, Florida
670. Pennsylvania Association of Latino Organizations
671. League of Cities, Miami-Dade County, Florida
672. Literacy Coalition of Palm Beach County
673. Boys & Girls Clubs of the Tennessee Valley
674. Latino Community Foundation
675. Andrew D. Gillum, Commissioner, Tallahassee, Florida
676. Timothy J. Roger, Manager, Shaler Township, Pennsylvania
677. Oscar Goodman, Mayor, Las Vegas
678. Bobby DuBose, City Commissioner, Fort Lauderdale, Florida

679. Vance Funk, Mayor, Newark, Delaware
680. Engaging Loveland
681. Big Brothers Big Sisters of Broward County, Florida
682. Chamber of Commerce, Pittsburgh Airport Area
683. Here's Help, Inc.
684. Leonard Scarcella, Mayor, Stafford, Texas
685. Our Family Place
686. Score a Goal in the Classroom
687. SOS Outreach
688. Reverend Al Sharpton, President, National Action Network
689. Arnold Schwarzenegger, Governor, California, David Paterson, Governor, New York & Ed Rendell, Governor, Pennsylvania
690. Alan Williams, State Representative, Florida
691. Gary Siplin, State Senator, Florida
692. Haley Barbour, Governor, Mississippi
693. Volunteer Broward
694. Center for Family Services, Inc.
695. National Black Chamber of Commerce
696. WRLR 98.3 FM Rondaradio, Inc.
697. Urban League of Broward County, Florida
698. Chamber of Commerce, U.S. Hispanic
699. City Year of Miami
700. Voice of the City
701. Housing Building Association of Colorado Springs
702. Illinois Policy Institute
703. Pittsburgh Technology
704. Chamber of Business and Industry, Chester County, Pennsylvania
705. Chamber of Commerce, Delaware County, Pennsylvania
706. Neighborhood Development Corporation, Montclair, New Jersey
707. United Way of Greater Union County, New Jersey
708. SPCA, Delaware County, Pennsylvania
709. Graham Memorial Community Church of God in Christ
710. Spanish Community Center of Joliet, Illinois
711. Boys and Girls Club, Springfield, Massachusetts
712. Scott Trainor, City Manager, Fountain, Colorado
713. Mia Jones, State Representative, Florida
714. Billy L. Jean, City Commissioner, Apopka, Florida
715. Audrey Gibson, State Representative, Florida
716. John C. Curran, Town Manager, Billerica, Illinois
717. Curt Carver, Village Administrator, Inverness, Illinois
718. Terry Wells, Mayor, Phoenix, Illinois
719. Boston Public Library
720. Bryan Pratt, Speaker Pro Tem of the Missouri House of Representatives, Missouri

721. Public Library, Montgomery County-Norristown, Pennsylvania
722. Chamber of Commerce, Lansing, Michigan
723. Chamber of Commerce, Montgomery County, Pennsylvania
724. Humane Society, Kankakee County, Illinois
725. Agency on Aging, Detroit
726. United Way of Monmouth County, New Jersey
727. Chinese Consolidated Benevolent Association of Chicago
728. Latin American Business Association
729. Chamber of Commerce, Hispanic South Florida
730. Chamber of Commerce, National Gay & Lesbian
731. Boys & Girls Club of New Britain, Connecticut
732. Big Brothers Big Sisters of Greater Miami
733. Athletes Against Drugs
734. Public Schools Foundation, Albuquerque
735. Boy Scouts of America, Coastal Carolina Council
736. Chuck Martin, State Representative, Georgia
737. Janet Taylor, Mayor, Salem, Oregon
738. Paul Kanjorski, State Representative, Pennsylvania
739. Mike Doyle State Representative, Pennsylvania &
Fred Upton, State Representative, Michigan
740. Joyce Dickerson, Councilwoman, Richland County, South Carolina
741. United Way of Miami-Dade
742. Matrix Communication Services
743. Bob Walkup, Mayor, Tucson, Arizona
744. National Conference of State Legislatures
745. Delbert Hosemann, Secretary of State, Mississippi
746. Jason Altmire, Robert Brady, Christopher Carney, Kathy Dahlkemper, Charles Dent, Chaka Fattah, Jim Gerlach, Tim Holden, Patrick Murphy, Tim Murphy, Joseph Pitts, Todd Platts, Allyson Schwartz, Bill Shuster, Glenn Thompson, Members of Congress, Pennsylvania
747. NAACP, Memphis Branch
748. Arlen Specter & Bob Casey, Senators, Pennsylvania
749. Police Athletic League, Greater Norristown, Pennsylvania
750. Buddy Dyer, Mayor, Orlando, Florida
751. Builders Association of South Florida
752. GolTV
753. Forest Preserve District of Will County, Illinois
754. Jeff Cogen, County Chair, Multnomah County, Oregon
755. Amigos for Kids
756. Mara Candelaria Reardon, State Representative, Indiana
757. Martin Library Association
758. Mark Hammond, Secretary of State, South Carolina
759. Future Cable Electronics, LLC.

760. Chamber of Commerce, Chicago Southland
761. Condista
762. YWCA, Silicon Valley
763. HARC
764. American Red Cross, Connecticut Chapter
765. The Salvation Army National Capital Area Command
766. National MS Society
767. YMCA of Philadelphia & Vicinity
768. United Way of Southeastern Pennsylvania
769. Urban League, Inc. of Greater Washington
770. Italian American Human Relations Foundation
771. Equality Forum
772. Junior League of San Jose
773. Sitar Arts Center
774. National Capital Coalition to Prevent Underage Drinking
775. Youth Job Center of Evanston, Inc
776. March for Babies Foundation
777. Communities In Schools of Greater Tarrant County, Texas
778. Chamber of Commerce, Fremont, California
779. LA Tan
780. AIDS Foundation, San Francisco
781. American Red Cross Connecticut Blood Services
782. Special Olympics Connecticut
783. Petit Family Foundation
784. Whitman-Walker Clinic
785. Silicon Valley FACES
786. 100 Black Men of Greater Washington DC
787. United Neighborhood Organization
788. San Jose Holiday Parade
789. Lou Sherman, Mayor, Steger, Illinois
790. Christmas in the Park, San Jose, California
791. American Cancer Society, Connecticut
792. Salvation Army of Dallas/Fort Worth
793. Urban League of Greater Hartford, Connecticut
794. International Detroit Black Expo
795. Tech Museum
796. By the Hand Club for Kids
797. Youth Conservation Corps
798. Special Love
799. Catholic TV
800. Reelz Channel
801. Palos Bank and Trust
802. Arts Council of Greater Lansing

803. Centro Hispano Spanish American Civic Association
804. Boys & Girls Club of Dundee Township, Illinois
805. Adams Community Television
806. Muscular Dystrophy Association
807. Chinese Mutual Aid Association
808. Castalia Communications Corporation
809. Abraham Lincoln Centre
810. Association House of Chicago
811. Manchester Craftsmen's Guild
812. Stephen Acropolis, Mayor, Brick Township, New Jersey
813. Richard Reinbold, Mayor, Richton Park, Illinois
814. Gary Burtka, Mayor, Allen Park, Michigan
815. Lyda Ann Thomas, Mayor, Galveston, Texas
816. Beacon Therapeutic Diagnostic and Treatment Center, Chicago
817. Special Olympics Vermont
818. Boys & Girls Club of Hartford
819. Children's Medical Center, Connecticut
820. Council of Boy Scouts of America, Georgia-Carolina
821. YMCA, New Jersey
822. PENCIL Foundation
823. Sheila Klinker, State Representative, Indiana
824. Prevention First
825. Square One
826. Hope House, Inc.
827. Antonia Pollack, Commissioner, Boston Parks and Recreation Dept.
828. Skye Cable XIII
829. North Star Cable Construction
830. Mary Ellen McNally, Community Leader, Colorado Springs, Colorado
831. Valparaiso Community Festivals & Events
832. MacMedia
833. Chamber of Commerce, Jackson County, Michigan
834. Chamber of Commerce, Wayne, Pennsylvania
835. City Year Washington, DC
836. NeighborScapes
837. Junior Achievement of Western Pennsylvania
838. Outdoor Channel
839. Joe Armstrong, State Representative, Tennessee
840. Patricia Harless, State Representative, Texas
841. Chamber of Commerce, Gateway
842. IndyVision TV
843. El Mundo
844. Communities in Schools of Spokane
845. Craig Johnson, Mayor, Elk Grove Village, Illinois

846. Dave Cheatham, State Representative, Indiana
847. Phil GiaQuinta, State Representative, Indiana
848. Chamber of Commerce, Greater Elkhart, Indiana
849. A. Philip Randolph Institute, Tacoma, Washington Chapter
850. Big Brothers Big Sisters, Nutmeg, Connecticut
851. Network of Victim Assistance
852. Lee Gonzales, State Representative, Michigan
853. Republican Mayors and Local Officials Coalition
854. WRCT York, Pennsylvania (PEG station)
855. Latin American Economic Development Association, Inc.
856. Cheyenne Village, Inc.
857. Arab Community Center for Economic and Social Services
858. Association of Black Organizations, Detroit
859. Tejano Center for Community Concerns
860. Bill Nicklas, City Manager, Sycamore, Illinois
861. YMCA, Middlesex, Connecticut
862. Inclusion Center for Community and Justice
863. Centro de la Familia de Utah
864. Tyrone Ellis, Majority Leader of the Mississippi House of Representatives, Mississippi
865. Sylvester Turner, State Representative, Texas
866. Urban League, Tacoma
867. Urban League, Memphis

March of Dimes
Birth Defects Foundation

Northern Illinois Division
5411 East State Street, #8
Rockford, Illinois 61108
Telephone (815) 397-0097
Fax (615) 397-8763
marchofdimes.com/illinois

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

A Proud Member of Community Health Charities Illinois WORKING FOR A HEALTHY AMERICA

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the Northern Division Director of the Illinois March of Dimes, I support Comcast and its proposal to partner with NBC Universal. I can attest to Comcast's commitment to the March of Dimes and to its investment in our communities.

At the March of Dimes, our mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. We count on corporate partners like Comcast to help us sustain our work and reach new, diverse audiences.

Comcast is an invaluable corporate partner. Its dedication to local issues helps to raise the March of Dimes' public profile, generating support and awareness. For example, the annual Comcast SportsNet Awards draws Illinois' philanthropic community to honor the professional athletes who exemplify what it means to contribute to their respective teams and communities. Every year, the popular banquet benefits the March of Dimes, raising thousands of dollars to support our mission.

On behalf of the Illinois Division of the March of Dimes and the families and children whose lives we impact, I support the proposal to join Comcast and NBC Universal and I ask that the FCC do the same.

Sincerely,

Jennifer Smith

Jennifer Smith
Northern Division Director
March of Dimes

march of dimes®

Be a leader....or be left behind!!

May 3, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski,

In light of Comcast's long-standing support for diversity and for the organization I oversee, Matrix Communication Services, Inc., I am writing to express my support for Comcast as it enters into new business ventures.

As the President of Matrix Communication Services, Inc., I have first-hand knowledge of Comcast's commitment to diversity. Matrix Communication Services is Minority owned business and we have been fortunate enough to work directly for Comcast in various business ventures.

Comcast has been a valuable community partner and has supported us in many ways including providing us with the invaluable opportunity to be a guest on *Comcast Newsmakers* in order to spread awareness throughout Chicago about our organizations' mission.

I am confident that a combined Comcast and NBC will continue both companies' commitment to diversity and to the community.

Sincerely,
Matrix Communication Services, Inc.

Anthony N. Hernandez
President

ANH/crh

132 Allen Avenue, Suite B - Grayslake, IL 60030
Office Phone # (847) 548-5110 Office Fax # (847) 543-7587

Received & Inspected
JUN 16 2010
FCC Mail Room

mcsc
MICHIGAN CITY
SENIOR CENTER • 2 ON THE LAKE • WASHINGTON PARK • MICHIGAN CITY, IN 46360 • (219) 873-1504 • FAX (219) 873-1407

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

June 8, 2010

Dear Chairman Genachowski,

Given Comcast's investment in and support for local communities, I am writing to endorse Comcast's acquisition of NBC Universal.

As a member of our Michigan City Parks and Recreation Committee, and I have witnessed first-hand improvements to our parks and Washington Park Zoo thanks to Comcast's support.

Parks and recreation are no small matter here. Our town sits on Lake Michigan, fewer than 60 miles from downtown Chicago, where residents and visitors swim, fish, hike, picnic, camp, and play team sports like volleyball and softball. In the winter, we snowshoe and cross-country ski in our parks. The Washington Park Zoo, founded in 1928, encompasses 15 acres on a hilly sand dune close to the lake, and it is home to more than 200 animals.

Here in Michigan City, Comcast truly demonstrates the significance of a national company with local presence. In 2008, the company awarded a substantial grant via its Comcast Cares Day program to our parks and recreation department. There could be no stronger indication that Comcast knows us and is an integral part of this community than its decision to support our parks. Furthermore, Comcast volunteers have done wonderful things keeping our Zoo clean and welcoming to the public.

Comcast's history of active engagement with local communities in Northwest Indiana is something I deeply appreciate. I suspect this commitment will only increase as a result of Comcast joining with NBC Universal. Therefore, I encourage the FCC to move to approve this venture.

Thank you for the opportunity to write on behalf of this merger.

Sincerely,

Tara Miller
Director – Michigan City Senior Center
Michigan City, IN

No. of Copies rec'd 0+4
List ABCDE

3703 N. Main Street #107
Rockford, IL 61103
p: 815.633.6353
f: 815.633.8709
e: meld@rockfordmeld.org
w: rockfordmeld.org

Received & Inspected
JUN 21 2010
FCC Mail Room

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 11, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

On behalf of my organization, Rockford MELD, thank you for giving me the opportunity to express my strong support for the pending union of Comcast and NBC Universal. Comcast is one of our most supportive program partners and it assists us in providing resources and guidance to Illinois' young families.

MELD is an organization devoted to helping young families grow and thrive by providing education, social services and housing. As you can imagine, this is a costly and large scale undertaking. Last year, we had to turn away 243 young mothers and children because our shelter was filled.

As Director of Development, it has been my pleasure to work closely with Comcast. We host the Tailgate, Tackle and Touchdown sports celebrity event and the July 4th Classic Memorial 8K Run, 2 Mile Run and Fun Walk as our primary fundraisers. Comcast annually supports these events by donating airtime, public service announcements and interviews for our leadership. This is a tremendously significant benefit for us as we now have greater visibility and a larger donor base as a result of Comcast's support.

Comcast has also promoted our programs on its local public access channel for the past 10 years. With this support, Comcast is enabling young families to grow and succeed. They and we are grateful. If more companies were as generous as Comcast, we would not have to turn anyone away.

Comcast has been and continues to be a wonderful local partner to Rockford MELD and we support any opportunity for the company to succeed. I hope the FCC will keep our perspective in mind upon reviewing the Comcast and NBC Universal partnership proposal.

Sincerely,

Karen Tilly
Director of Development and Public Relations
Rockford MELD

No. of Copies rec'd 0+4
List ABCDE

Midway Village Museum
Rockford's
HISTORY MUSEUM

Received & Inspected
JUN 22 2010
FCC Mail Room

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 15, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

In my role as president of the Midway Village Museum of Rockford, Illinois, I have had the pleasure of establishing a partnership on behalf of my organization with Comcast. This partnership has exceeded all of our expectations. With this in mind I ask the FCC to approve Comcast's proposal to join with NBC Universal.

Midway Village Museum was organized in 1968 by the Swedish, Harlem and Rockford Historical Societies for the purpose of collecting, preserving and interpreting the history of the Rockford area. It began with a donation of land by a local family, and has continued to grow with the support of other donors. Comcast has been a supporter of our efforts for a number of years, providing funding and volunteer support to us even during these tough economic times. We commend Comcast for helping us to enrich our community, so that its history will be preserved for our future generations.

I feel very fortunate that Rockford has Comcast's support in preserving its legacy through the work of the Midway Village Museum and I sincerely hope the FCC will approve Comcast's proposal to join with NBC Universal.

Sincerely,

David Byrnes
President

6799 Guilford Road • Rockford, IL 61107 • 815-397-9112 • Fax: 815-397-9156 • www.midwayvillage.com

No. of Copies rec'd 0+4
List ABCDE

ROCKFORD PARK DISTRICT ROCKFORD

Moraine Valley
Community College Foundation

9000 West College Parkway
Palos Hills, Illinois 60465-0937
(708) 974-5740
www.morainevalley.edu/foundation/

BOARD OF DIRECTORS

President
David C. Heide

Vice President
Noreen Ligino-Kubinski

Treasurer
Philip T. Foster

Secretary
Margaret Lehner, Ed.D

Brian Andersen
Frank R. Bane
Kent Bobb
Hon. Irene H. Brodie
Vernon Crawley, D.Ed.
Maria DeCaprio-Sunta
Dominick Demonica, A.I.A.
Barry Gaw
Peter R. Hughes
Katie Maier
Emma J. Menker
Moore
Murphy
Omar Najib
Bruce G. Nawara, C.P.A.
Frank Pacigo
Dick Post
Dennis Shannon
Carolyn Viverito
Sandra Wagner
Jan Weglarz
Cheryl Wilson

Executive Director
Sue Linn

June 21, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the Executive Director of the Moraine Valley Community College Foundation, I am writing to express my genuine enthusiasm for Comcast and its employees and to pledge my support for its proposed union with NBC Universal.

Moraine Valley is the second largest community college in the state of Illinois. Approximately 46,000 students are enrolled annually, 34 percent of whom qualify for financial aid.

Our Foundation provides philanthropic financial support for Moraine Valley Community College and its students so they can realize their future goals and vision.

Comcast's Government Affairs Manager Noreen Ligino-Kubinski currently serves as the Vice President of our Board of Directors. She is an invaluable resource and consistently lends the board her leadership and expertise. Noreen has chaired multiple special event committees and plays an instrumental role overall. She adeptly secures interest and support, and promotes the mission of the Foundation.

Comcast is also a key sponsor of our annual fundraising events such as our Fire & Ice Gala and Annual Golf Outing. With its support, the Foundation raises awareness and ensures that students have access to a quality, affordeble education.

Comcast is our partner in the effort to provide affordable education and has, time and again, committed itself to promoting and sustaining Moraine Valley Community College and the thousands of students that pass through our doors. Comcast invests locally and improves the communities it touches; please consider supporting its proposed partnership with NBC Universal.

Sincerely,

Sue Linn

Sue Linn
Executive Director
Moraine Valley Community College Foundation

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

Nina Menis, Director of Community Relations

NAPERVILLE COMMUNITY UNIT SCHOOL DISTRICT 203

Administrative Center | 203 West Hillside Road | Naperville, Illinois 60540-6589 | 630/420-6475 | FAX 630/420-1066

June 14, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Received & Inspected
JUN 23 2010
FCC Mail Room

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the Director of Community Relations for Naperville Community Unit School District 203 and liaison to the Naperville Education Foundation in Naperville, Illinois, I am writing you to advocate for the partnership proposal to unite Comcast and NBC Universal. I strongly believe that Comcast improves the communities in which it operates and gives the students of Naperville and Lisle, Illinois, increased opportunities for advancement.

The Naperville Education Foundation (NEF) was organized in 1992 to encourage creativity, innovation, and excellence in our schools. The mission of the NEF is to seek financial resources through fund raising and community partnerships to support program goals. We are focused on encouraging creativity, providing opportunities for learners, and assuring that all students have the opportunity to maximize their individual and collective potential.

Comcast is committed to NEF and to Study Skills Academy, an initiative designed to cultivate solid study habits among elementary-level students who need extra help outside of the classroom. Comcast has sponsored this program in all five of Naperville's junior high schools and initiates complimentary cable in the classroom to ensure that our students are prepared for high school and beyond. Comcast's commitment is producing incredible and important results for our young people – and we are deeply appreciative.

The Naperville Education Foundation is in favor of the joining of Comcast and NBC Universal. I hope the FCC will keep Comcast's Chicago-area commitments in mind when reviewing this transaction.

Sincerely,

Nina Menis

Nina Menis, Director of Community Relations, Naperville School District 203
Naperville Education Foundation

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

No. of Copies rec'd 0+4
List ABCDE

Neighbor Scapes

3011 West 183rd Street, #257, Homewood, IL 60430 Tel/Fax: 1-877-214-6630 | www.neighborscapes.org

SERVICE FOR YOUR NEIGHBORHOOD

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

April 9, 2010

Chairman Genachowski,

In 2008, I formed a nonprofit neighborhood services organization in the South Suburbs of Chicago called NeighborScapes. To date, we have helped countless young people develop job skills and leadership qualities by providing landscaping, snow removal, basement and garage cleanups, mail and watering services, babysitting and odd jobs in our neighborhoods. Comcast has supported our programs and growth since our formation. Now, I would like to support Comcast as the company pursues a partnership with NBC Universal.

Comcast has been instrumental in our successful launch in two ways. First, in April 2009 more than 100 Comcast employees helped us plant community gardens, build a small metropolitan tree farm and construct a composting facility. In addition, Comcast raised our profile in the community by featuring our work on its local Newsmakers program and through PSAs. That attention made us "real" among elected officials and other community partners and has been a major help to us in forming strategic partnerships with neighborhoods, municipalities, faith-based institutions and civic groups.

At NeighborScapes, we believe in what we call the "cradle-through-college covenant of care" — that is, the strength of our communities is dependent on a collective commitment to our young people from birth until they are equipped with the skills, resources, and support to successfully transition to adulthood. It is good to know that in Comcast we have a partner who shares in this commitment.

Please approve Comcast's partnership with NBC Universal.

Sincerely,

Jay Readey
President
NeighborScapes

CC: Commissioner Michael J. Copps
Commissioner Robert McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

###

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

April 28, 2010

Dear Chairman Genachowski:

I am writing you today to express my support for Comcast Corporation and its venture with NBC Universal. Comcast has had a significant impact on the economy here in Chicago and across Illinois. We at LA Tan have worked with Comcast over the last 3 years and truly value our business partnership with Comcast.

With hundreds of facilities and thousands of employees throughout Illinois, Comcast's effect on our local economy is tremendous. In the past decade, Comcast has invested in technology and infrastructure in our community. In addition, Comcast's provision of high-speed broadband allows our small businesses and families to stay connected and successful in the 21st Century.

As you consider Comcast's merger with NBC Universal, I trust that you will take into account the contributions Comcast has made to LA Tan and others throughout Illinois as an employer and business partner.

Sincerely,

Chicago, Illinois

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

Re: MB Docket 10-56

Dear Chairman and Commissioners:

I take great pleasure in writing this letter of support to you on behalf of Comcast. I understand that Comcast has placed a bid to purchase a controlling interest in NBC-Universal from General Electric. I am writing to you, on behalf of the citizens of the City of Mishawaka, in support of Comcast and their employees from the Greater Chicago Region. Our community is appreciative to Comcast and their employees for being a good community partner to the City of Mishawaka.

Locally, Comcast is active in our St. Joseph County Chamber of Commerce and civic/service groups. Comcast supports our local events and festivals and provide over $1K in scholarships to local high school seniors. Our City along with many other local municipalities and non-profits receive free air-time on their *Comcast Newsmakers*. Each year Comcast organizes a national day of community service called Comcast Cares Day. On this day Comcast provides the materials and supplies, as well as lots of manpower, to create a partnership event with a local non-profit to benefit our community. Past community partners have included: Hannah's House, St Margaret's House, YMCA, Habitat for Humanity of St Joseph County and La Casa de Amistad. This year Comcast teamed up with The Center for Homeless, Blue Star Mothers of St Joe Valley and Miller's Vets to perform outreach programs to local veterans living in the area in need of assistance.

If you have any further questions, please feel free to call me: at (574) 258-1601.

Sincerely,

Jeffrey L. Rea

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

April 28, 2010

Dear Chairman Genachowski:

I am writing you today to express my support for Comcast Corporation and its venture with NBC Universal. Comcast has had a significant impact on the economy here in Chicago and across Illinois. We at Cassidy Tire have worked with Comcast over the last 1 year and truly value our business partnership with Comcast.

With hundreds of facilities and thousands of employees throughout Illinois, Comcast's effect on our local economy is tremendous. In the past decade, Comcast has invested in technology and infrastructure in our community. In addition, Comcast's provision of high-speed broadband allows our small businesses and families to stay connected and successful in the 21st Century.

As you consider Comcast's merger with NBC Universal, I trust that you will take into account the contributions Comcast has made to Cassidy Tire and others throughout Illinois as an employer and business partner.

Sincerely,

Chicago, Illinois

NORTH BERWYN PARK DISTRICT

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 18, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the executive director of both the Berwyn Latino Chamber of Commerce and the North Berwyn Park District in Illinois, I have had the pleasure of working closely with Comcast for many years. I fully support its proposal to join with NBC Universal.

The Berwyn Latino Chamber of Commerce represents and serves the growing number of Latino businesses in our community. Comcast, a member of the chamber, is a strong proponent of diverse organizations and minority owned and operated businesses in the Berwyn area. Our members benefit from Comcast's active participation in our events and its commitment to working with local and diverse suppliers.

The North Berwyn Park District is an autonomous governmental entity established by our residents in 1976 to provide outdoor recreational areas and leisure service opportunities that foster community growth, family values, and enhance the quality of life here. Comcast has long supported our work, and not just with funding, but with the full force of its employee volunteer corps. We were the proud beneficiary of Comcast Cares Day in 2008, a beautification effort that turned out hundreds of Comcast volunteers and uplifted our local parks.

Comcast is a good corporate citizen in Berwyn and throughout Illinois. I urge the FCC to act in its favor.

Sincerely,

Joseph Vallez
Executive Director, North Berwyn Park District
Executive Director, Berwyn Latino Chamber of Commerce

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

1619 WESLEY AVENUE BERWYN, ILLINOIS 60402 • PHONE: 708.749.4900 • FAX: 708.749.4966 • WEBSITE: NBPD4FUN.ORG

3388 N. Avondale Ave.
Chicago, IL 60618
Tel: 773-463-0797
Fax: 773-463-0709

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 10-56

April 16, 2010

Dear Chairman Genachowski,

In light of Comcast's long-standing support for diversity and for North Star Cable Construction (North Star), I am writing to express my support for Comcast as it enters into new business ventures.

As the President/owner of North Star, I have first-hand knowledge of Comcast's commitment to diversity. North Star is both a WBE and MBE certified company and provides employment for many members of the community. Comcast has always been a valuable partner and has supported us in many ways throughout the years.

I am confident that a combined Comcast and NBC will continue both companies' commitment to diversity and to the community.

Sincerely,

Christine Lee

Christine Lee/President

Generated by Foxit PDF Creator © Foxit Software
http://www.foxitsoftware.com For evaluation only.

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

April 14, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski,

As Co- Director of Our Family Place in Hammond, Indiana I understand the importance of investing in both education and the local community. As such, I am writing to express my support for the Comcast partnership with NBC Universal and to let you know of the much needed local support Comcast has provided my organization in accomplishing its goals.

Our Family Place is the beneficiary of a great deal of Comcast volunteer support in 2010 as a result of the Comcast Cares Day program. Comcast's contributions to our organization have increased our ability to provide education support to the children of our community.

While it may be a national company, Comcast has demonstrated an understanding of and support for the young people of Hammond, Indiana.

Please keep Comcast's support for Our Family Center in mind as you review the proposal before you.

Regards,

Todd Forrest

Rev. Todd Forrest
Co-Director
Our Family Center

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 17, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

I am writing the FCC to address the proposed partnership of Comcast and NBC Universal.

As CEO of the Otis Wilson Foundation in Chicago, Illinois, I have worked extensively with Comcast as a supporter of my program and a community partner to other philanthropic organizations. Comcast does a great deal of good in Chicago, and I endorse its proposed venture with NBC Universal.

The mission of my foundation is to help at-risk kids who do not have much opportunity. I teach them about exercise, good nutrition and try to instill solid study habits. These skills have done a great deal for me in my life and career as a former Chicago Bear, and by teaching them to others I believe I am making a difference. Comcast has shown that it agrees, not just in words, but in actions, with these efforts.

I partner with Comcast every year to support the Otis Wilson Foundation. Additionally, I work closely with the Metro Chicago United Way and have seen how Comcast's dedication and generosity makes a difference to that organization. It means a lot to see a company exemplify its commitment to the community on so many levels as Comcast does. Another example is Comcast Cares Day. I have greatly enjoyed learning about Comcast on this inspirational and fun experience that turns out thousands of volunteers and makes some incredible things possible all across the Chicago.

Last but not least, Comcast has also featured me on its Newsmakers program, giving me an opportunity to bring our foundation's message of fitness and discipline to those students we can't work with in person.

I believe dedication and hard work pays off and for Comcast I truly hope that results in the FCC's approval of a partnership with NBC Universal.

Sincerely,

Otis Wilson
CEO, Otis Wilson Foundation

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

OFFICE OF THE MAYOR

GERALD R. BENNETT
Mayor

June 9, 2010

Received & Inspected
JUN 15 2010
FCC Mail Room

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski,

As the Mayor of Palos Hills, Illinois, I write on behalf of my 17,500 constituents to support the partnership proposal of Comcast and NBC Universal. My role as Mayor and as the President of the Southwest Conference of Mayors in Cook County has afforded me the opportunity to work with Comcast and its dedicated employees, and I commend them for their commitment to the betterment of southwest suburban Cook County.

Comcast offers Palos Hills' residents access to broadband, providing the latest in technology to ensure that we have the fastest access to the Internet. Comcast also frequently offers local officials the opportunity to appear on its Newsmakers and Political Update series. These local programs allow us to more effectively execute the duties of our offices by speaking directly to our constituents.

The Southwest Conference of Mayors represents twenty-one communities. Comcast's active participation as an Associate Member illustrates its commitment to Cook County. Our membership counts on Comcast's leadership, expertise and philanthropic commitment to advance our mission and better serve the people of Illinois.

The residents of southwest suburban Cook County consider Comcast a visible, integral part of our community, and we suggest that the FCC approve its partnership proposal to join with NBC Universal.

Sincerely,

Gerald R. Bennett
Mayor, Palos Hills, Illinois
President, Southwest Conference
Of Mayors

cc: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

No. of Copies rec'd 0+4
List ABCDE

10335 South Roberts Road • Palos Hills, Illinois 60465 • Telephone (708) 598-3400

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 16, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

On behalf of PirTano Construction Company, Inc., I am writing to express support for joining of Comcast and NBC Universal. My company is proud to work alongside Comcast and can attest to the company's community commitments and ties to the village of Addison, Illinois.

PirTano Construction Company, Inc. is a locally owned and operated business that employs over 300 residents of Addison and its surrounding communities. We perform installation and construction work on Comcast's behalf around the region. Approximately 200 of our employees perform Comcast-related work on a regular basis.

PirTano Construction deeply appreciates the relationship we have developed with Comcast and the steady and reliable work it provides to our employees. We have grown because Comcast has grown, and in turn has grown its commitment to working with us. This is in part a result of the advanced technology Comcast makes available to our local households and businesses and the demand that exists for these services. The high speed Internet and cable, as well as telecommunications offerings are state-of-the-art.

Comcast is committed to excellence and that shines through in everything the company does. PirTano sincerely enjoys working with Comcast because we know we are always facilitating the provision of a high quality product.

Comcast is an ideal business and community partner; it reinforces and upholds PirTano's commitment to quality, customer service and most importantly, local growth and investment. We're fortunate to count it among our clients, and happily support its effort to join in partnership with NBC Universal.

Sincerely,

Jack Horn
Treasurer, PirTano Construction Company, Inc.

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Migon Clyburn
Commissioner Meredith Attwell Baker

Porter County Career
And Technical Center

Where Everyone Is On The Path To Success

1005 Franklin Street • Valparaiso, IN 46383 • Tel: (219)-531-3170 • Fax: (219)-531-3173

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Received & Inspected
JUN 21 2010
FCC Mail Room

RE: MB Docket No. 10-56

June 8, 2010

Dear Chairman Genachowski and FCC Commissioners,

The purpose of this letter is to voice my support for the joint venture of Comcast and NBC Universal. Comcast is a local partner that has made significant contributions to the Porter County Career and Technical Center and our community in Valparaiso, Indiana.

As director of career and technical education for Porter County schools, I administer approximately 1,000 students enrolled in 35 courses, 10 of which are at our Career Center and the remainder spread across 12 other sites throughout the county. I also serve as the principal of the Porter County Career and Technical Center and its staff of 15 teachers and approximately 450 students. My job requires extensive communication and participation with area businesses, labor unions, employers, students, and parents.

It is in this role that I witnessed first-hand Comcast's commitment to the Valparaiso community.

Comcast has donated valuable production equipment for use in our student training. Our programs empower young people to make meaningful and appropriate career choices, and I believe that the economic and cultural health of our communities is stronger because of companies like Comcast that recognize the value of our work and help us in preparing students for the workplace.

Both Comcast and NBC Universal have a history of active engagement with local communities and the organizations that serve those communities. In fact, CNBC honored one of Porter County's students recently for video production excellence.

I am happy to vocalize my support for two companies that have maintained a solid, local commitment in Porter County. I believe it is likely that in their joining, Comcast and NBC Universal will be better suited to do even more for the people and communities of Indiana.

Sincerely,

Jon Groth
Principal, Porter County Career and Technical Center
Director, Porter County Career & Technical Education

Jon Groth
Principal/Director – Career & Technical Education

Debra Heitmann
Career Planning Coordinator

www.pccte.org
Deana Smith
School Secretary
Beverly DeFrance
Administrative Assistant

Kelli Ellis
Student Support Coordinator

Kate Sorensen
Student Support Coordinator

No. of Copies rec'd 0+1
List ABCDE

POWER
OPENING DOORS FOR WOMEN

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 9, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the founder and President of POWER: Opening Doors for Women, it is my pleasure to endorse Comcast as a superior corporate partner and champion for diversity. I believe Comcast's commitment to diversity will flourish after its proposed partnership with NBC Universal.

With Comcast's support, POWER Chicago is able to bring its message to a large scale audience, ensuring that our mission to promote and develop women leaders is met with enthusiasm and success. Comcast's Newsmakers series have featured POWER, helping us expand our reach and generate new interest and support. With Comcast's help, POWER Chicago has grown from 250 local participants to more than 3,500 women from across the country. This year, POWER will also expand to Atlanta, Detroit and San Francisco.

Comcast partners with a broad range of community groups, and its dedication to diversity initiatives is unmatched. The company is a powerful community anchor; it helps POWER and other organizations build capacity, and it lends support for their work and efforts to promote diversity across a large cross-section of American work and life.

I encourage the FCC to endorse Comcast's efforts to join with NBC Universal and I look forward to the continuation of POWER's partnership with Comcast.

Sincerely,

Deirdre Joy Smith, Founder and President
POWER: Opening Doors for Women

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

Women's Networking Community
233 South Wacker Drive, Suite 6600 Chicago, Illinois 60606 p 312.258.4585 f 312.258.5600 power@womensnetworkingcommunity.org
The Women's Networking Community is a 501(C)6 organization. Contributions cannot be deducted as charitable contributions for income tax purposes, but may be deducted as business expenses.

Received & Inspected
APR 2 9 2010
FCC Mail Room

PREVENTION FIRST

April 14, 2010

FCC Chairman and Commissioners:
Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners:

I am writing to provide you with information about the invaluable contributions of Comcast as a supporter of our community programs as it relates to the proposed joint venture between Comcast and NBC Universal. Comcast has been more than a partner in name to Prevention First for over seven years. Comcast continually demonstrates that it believes in the mission of our organization and actively seeks to engage in activities that will forward our mission to provide statewide leadership in promoting healthy, drug-free communities.

On a national level, Comcast has donated millions of dollars in air time for public service messages educating parents and teens about how to prevent drug use, which helps us reach those audiences in a way we otherwise could not do. Here in Illinois, Comcast has provided us with numerous opportunities to create awareness for our educational messages through appearances on the *Comcast Newsmakers* and *Community Connection* television programs. They helped us launch a major middle school drug abuse prevention program, including providing free cable access and upgraded technology to some of the participating schools. And they have actively sought to connect us with influential business people and like-minded nonprofits that have supported our work. We see the potential of this type of valuable outreach expanding with NBC Universal.

We look forward to continuing our partnership with Comcast and the possibilities through NBC Universal as well.

Sincerely,

Karel Ares

Karel Ares
Executive Director

2800 Montvale Drive
Springfield, IL 62704
phone 217.793.7353
toll-free 800.252.8951
fax 217.793.7354

600 W. Chicago Ave., Suite 200
Chicago, IL 60654
phone 312.988.4646
toll-free 800.572.5385
fax 312.988.7096

No. of Copies rec'd 0+4
List ABCDE

prevention.org

Received & Inspected
JUN 22 2010
FCC Mail Room

Shumway Market Building
713 East State Street
Rockford, Illinois 61104
815-963-5765
Fax 815-963-8958
www.artsforeveryone.com

Dennis Horton
President

Jim Barbagallo
Vice President

Jim Cronauer
Treasurer

Beth Howard
Secretary

Angela Larson
Past President

Elaine Breck
Tom Budd
Rena Cotsones
Jami Hoskins
Erik Lewis
Ian Linnabary
David Kase
Heather Psaltis
Stephanie Quinn
Scott Saporiti

Ex Officio

Alderman John Beck
City of Rockford

Stacy Kiejko
Rockford Area Convention & Visitors Bureau

Staff

Anne E. O'Keefe
President & CEO

Sharon Nesbit-Davis
Education/Outreach Director

Ann-Margret Naber
Administrative Assistant

Trisha Blassage
Business Manager

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 15, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As President and CEO of the Rockford Area Arts Council in Illinois, I would like to express my support for the partnership of Comcast and NBC Universal. Comcast has been a committed partner to my organization over the years.

The Rockford Area Arts Council supports, promotes, and develops the arts for everyone in the Northern Illinois region. We are guided by the vision of a community in which everyone enjoys and participates in the arts - and a community in which successful artist and arts organizations contribute to the vitality of the economy and quality of life.

Comcast has shown that it shares our vision by supporting our annual programs and providing us the opportunity to raise awareness about our mission through appearances on its Newsmakers program. To us, Comcast is not a nameless, faceless corporate entity, but a vital partner. We are grateful for the support it has provided us.

I am confident Comcast will prove to be as excellent a partner to NBC Universal that it has been to the Rockford Area Arts Council. I hope the FCC will approve this union.

Sincerely,

Anne E. O'Keefe
President and CEO
Rockford Area Arts Council

No. of Copies rec'd 0+4
List ABCDE

2004 Recipient of Presidents' Arts Friendly Community Award

To support, promote and develop the arts for everyone

ROCKFORD YOUTH INITIATIVE, INC.

The Honorable Julius Genachowski
Chairman, Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 11, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

On behalf of nCenter in Rockford, Illinois, it is my pleasure to write the FCC in support of the pending union of our good friend Comcast with NBC Universal.

I am deeply grateful for Comcast, which has played such a vital roll in establishing and maintaining the nCenter. The nCenter concept was developed by the City of Rockford as a way to help at-risk youth by providing an alternative to the culture of the streets. The nCenter is not a community center – it is a controlled environment for teens only, offering entertainment, enrichment and recreation. Teens who participate in our programs can earn nBucks good for "purchasing" time in our open pool, fitness center, Internet services lab or open gym. To obtain an nCenter id card, teens must submit a detailed application and agree to abide by our rules.

I do not know how we would have been able to accomplish all this without Comcast. Comcast wired our building and has donated video and Internet services. It endowed our computer center, which bears the Comcast name. Impressed by the growth of the nCenter and the diversity of the students we serve, Comcast generously gave us another grant to purchase more computers and expand our capacity. Currently, Comcast is collaborating with us on a student-created video and will broadcast the finished product on its local public access channel.

Comcast is a model of what every company should be. By investing in our youth, Comcast has chosen to use its stature for the greater good in Rockford. I strongly urge you to approve its proposal to join with NBC Universal.

Sincerely,

Gerald Lott
Executive Director

220 S. Madison St., Rockford, IL 61104 – (815) 969-7408 – (815) 9697486 fax

"PROGRESS THRU PARTICIPATION"

June 18, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners,

Since 2002, Comcast has served well the City of Rolling Meadows, Illinois. Comcast is quite accessible, easy to work with, and cooperates with the City on a variety of matters.

In particular, Comcast is a supporter of PEG access for multiple users in the community. The City, along with schools and other governmental units, are able to broadcast their programs via Comcast.

Based on my current experience with Comcast, I would encourage you to consider approval of Comcast's proposed partnership with NBCU.

Sincerely,

Barry Krumstok

Barry Krumstok
Assistant City Manager
City of Rolling Meadows
3600 Kirchoff Road
Rolling Meadows, IL. 60008

Round Lake Area *Park District*

PARKS AND RECREATION
the benefits are endless...

April 14, 2010

To the FCC Chairman:

Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street S.W.
Washington D.C. 20554

Re: MB Docket 10-56

Dear Chairman Genachowski,

This letter is to confirm that ComCast has been heavily involved in the local communities the Round Lake Area Park District serves. As a provider of parks and recreation services for over 56,000 residents, many of our facilities and programs benefit from support from outside agencies. ComCast has been one of those supporting agencies exemplified by a ComCast Cares Community Day in 2009 in which they helped repaint a 50,000 square foot facility, completed many clean-up and landscaping projects and cleared multiple acres of invasive plants for natural area management enhancement. We are glad to have ComCast as a community partner and look forward to their continuing support of our mission.

Sincerely,

Jeff Nehila
Executive Director
Round Lake Area Park District

JN/dp

Robert W. Rolek Community Center 814 Hart Road • Round Lake, IL 60073-3719 • 847.546.8558 • FAX 847.740.8180 • www.rlapd.org
Aquatics, Fitness Center & Nature Museum 860 Hart Road • Round Lake, IL 60073-3719 • 847.740.9893 • FAX 847.546.9810 • www.rlapd.org
Sports Center 9004 Municipal Way • Round Lake Beach, IL 60073-4915 • 847.740.1111 • FAX 847.740.5799 • www.rlapd.org
Renwood Golf Course 701 E. Shorewood Road • Round Lake Beach, IL 60073-9704 • 847.931.4711 • FAX 847.931.4088 • www.renwoodgolf.com

Received & Inspected
MAY 22 2010
FCC Mail Room

WRLR 98.3 FM
Round Lake Radio

May 1, 2010

To the FCC Chairman and Commissioners:

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street S.W.
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners:

I am pleased to share with you how a family owned business like Comcast does things that continue to reflect its core family and community values.

Through *Comcast Care Days* (now in it 8th year) Comcast quickly established itself as a good corporate neighbor almost day one they set foot in our community. It was Comcast who approached the villages in our area (and not the other way around) in seeking to give help where there was a need.

Seven years ago Comcast kicked off the first of many *Comcast Care Days* in our area with 400 volunteer Comcast employees descending on Round Lake Area School District 116 to spend a day painting and fixing up three schools.

At the time, then District 116 Chief Executive Officer Dennis Stonewall was quoted in local newspapers commenting on the work performed by Comcast's army of volunteers, "My heart is not big enough to thank all of you, but the hearts of over 6,000 Round Lake area students, 650 staff members and the 50,000 people in the community have hearts that thank you."[1]

One of the local mayors similarly was impressed with what *Comcast Cares Day* had done. "It is difficult to keep tears of happiness away knowing that many of our kids will be coming back to freshly painted classrooms," said Round Lake Park Mayor Ila Bauer. "Both learning and self-esteem are enhanced by attractive surroundings."[1]

[1] Round Lake News - October 10, 2003 – *'Thank you' is not enough*

No. of Copies rec'd 0+4
List ABCDE

Rondaradio, Inc. • P.O. Box 98 • Round Lake, IL 60073
Studio: 847-546-WRLR (9757) • Office / Fax: 847-546-1559 • Website: www.wrlr.fm

Ben Rosenfield, longtime principal of one school said, "This is incredible. I have been in this building for 15 years and have wished and hoped for something like this."[1]

Five years ago *Comcast Care Days* also came to the aid of WRLR 98.3 FM, then our community's new upstart radio station, when Comcast corporate manager Frank Deuel reached out to the station to see how they could help out. Half a decade later Comcast still cares enough to provide Internet and cable television services gratis – thereby allowing WRLR the connectivity to stream its broadcasts, monitor news and weather feeds, conduct research, and a multitude of other uses.

Most recently Comcast partnered with the Round Lake Area Park District to build a large playground from scratch, in just a day. Truly amazing.

The greater Round Lake Area is home to a large minority, blue collar base, and as such has a higher ratio of overall needs for the families living here. *Comcast Cares Days* are a big deal and is one way that generates positive attitude in the lives of those it affects.

Comcast is attuned to being a model corporate citizen. It still adheres to its founders' beliefs that giving back to the community is a worthy line item whose returns are immeasurable to the human spirit.

Bish J. Krywko

Bish J. Krywko
President and Chairman

WRLR 98.3 FM
RONDARADIO, INC.

P.S.: Member Illinois State Finance Authority - Round Lake Area School District 116

---

[1] Round Lake News - October 10, 2003 – *'Thank you' is not enough*

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

April 28, 2010

Dear Chairman Genachowski:

I am writing you today to express my support for Comcast Corporation and its venture with NBC Universal. Comcast has had a significant impact on the economy here in Chicago and across Illinois. We at Palos Bank have worked with Comcast over the last 2 years and truly value our business partnership with Comcast.

With hundreds of facilities and thousands of employees throughout Illinois, Comcast's effect on our local economy is tremendous. In the past decade, Comcast has invested in technology and infrastructure in our community. In addition, Comcast's provision of high-speed broadband allows our small businesses and families to stay connected and successful in the 21st Century.

As you consider Comcast's merger with NBC Universal, I trust that you will take into account the contributions Comcast has made to Palos Bank and others throughout Illinois as an employer and business partner.

Sincerely,

Erik J. Devine
Information Technology Officer
Palos Bank and Trust

SOUTH BEND
PARKS & RECREATION
DEPARTMENT

June 14, 2010

Chairman Julius Genachowski
Commissioner Michael J Copps
Commissioner Robert M. McDowell
Commssioner Mignon Clyburn
Commissioner Meridith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: MD Docket 10-56

Dear Chairman and Commissioners:

The City of South Bend, Indiana has a population of approximately 110,000 citizens and the South Bend Parks and Recreation Department, as a municipal branch of the City, serves that community as well as providing leisure, fitness and recreational services to the greater region surrounding our city-limits with a demonstrable impact on a quarter of a million regular users.

Dating back to 2003, Comcast has been a strong sponsor of our efforts to provide this area with free, family entertainment and cultural events.

- Comcast has been a premier sponsor of our *Summer in the City Festival* which annually drew over 150,000 attendees. They brought in the Country Music Television (CMT) event bus and used it as a booth for karaoke contests, a background for photos of festival goers as if they were on the cover of CMT magazine and a traveling museum of country music memorabilia;
- Comcast has supported our free-to-the-public outdoor concerts series at Potawatomi Park and Seitz Park (10-12 concerts at each site annually). Their donation to the East Race series allowed us to include children's entertainers in addition to quality local bands and fireworks at the end of the night!
- Their sponsorship of TV and radio spots that focused on "Newsmakers" included information on our Potawatomi Park and Seitz Park concert series, the Fall Family Festival at Rum Village Park and the December Holiday activities. This exposure helped increase the number of people attending the concerts and festival;
- Comcast has contributed to the City's *Downtown for the Holidays* Christmas events; and
- Comcast has been a generous contributor to the *Fall Family Fun Fair* at Rum Village Park.

The Comcast Cares Day annual events have also substantially benefitted the many non-profit organizations each of whom play a key role in building and maintaining our community through their individual endeavors. Comcast involvement in our community has had a positive impact.

Sincerely,

Paula Garis

Paula Garis
Special Events Supervisor
South Bend Parks and Recreation
321 E Walter St., South Bend, IN 46614
(574) 299-4768 ext. 239

CAPRA

Springfield
Urban League, Inc.

100 North 11th Street
Springfield Illinois 62703

217 789 0830
217 789 9838

www.springfieldul.org

Empowering Communities.
Changing Lives.

June 21, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

Thank you for your time and consideration of public comments regarding the proposed venture between NBC Universal and Comcast. I am submitting comments today on behalf of the Springfield Urban League, Inc. of Springfield, Illinois, a nonpartisan civil rights and community-based movement that serves nearly 6,000 people annually.

Our organization provides direct services, research and policy advocacy to assist primarily African Americans, Hispanics, and other members of emerging ethnic populations and communities in reaching their fullest potential. Comcast shares our commitment towards closing equality gaps for people at all economic levels and stages of life. Through sustained commitments of support and shorter-term volunteer opportunities like Comcast Cares Day, together, the Urban League and Comcast have been able to help thousands of Americans overcome countless challenges in civil and human rights.

Our support for Comcast in this proposed venture is based on our experience partnering with the company and seeing what they do to advance a diverse workplace, support diverse programming, and aid the local community. I look forward to the exciting new initiatives that will result from combining with NBC Universal, and I am confident that Comcast's commitment to community outreach will remain as strong as ever.

Thank you again for your time and consideration of these comments.

Sincerely yours,

Nina M. Harris

Nina M. Harris
Springfield Urban League, Inc.

June 16, 2010

Received & Inspected
JUN 22 2010
FCC Mail Room

Blue Island
Burnham
Calumet City
Calumet Park
Chicago Heights
Country Club Hills
Crete
Dixmoor
Dolton
East Hazel Crest
Flossmoor
Ford Heights
Glenwood
Harvey
Hazel Crest
Homewood
Lansing
Lynwood
Markham
Matteson
Midlothian
Mokena
Monee
New Lenox
Oak Forest
Olympia Fields
Orland Hills
Orland Park
Palos Heights
Park Forest
Phoenix
Posen
Richton Park
Riverdale
Robbins
Sauk Village
South Chicago Heights
South Holland
Steger
Thornton
Tinley Park
University Park

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

On behalf of the South Suburban Mayors and Managers Association of Illinois, I am writing to express our support for the proposed joining of Comcast and NBC Universal. Comcast is an important corporation operating in our communities and I am pleased to endorse this partnership on behalf of our members.

Created in 1978, the South Suburban Mayors and Managers Association (SSMMA) is a not-for-profit intergovernmental agency providing technical assistance and joint services to 42 municipalities in Cook and Will Counties. SSMMA members work cooperatively on a variety of issues to enhance the quality of life for our citizens.

SSMMA has taken a keen interest in technology issues and improving the access of our constituents to the communications services they want in order to live happily and more productively in our fast-paced society. Comcast has been an important partner in this pursuit.

On behalf of the SSMMA, I respectfully ask that you and your fellow Commissioners approve the joint partnership of Comcast and NBC Universal.

Sincerely,

Edward W. Paesel

Edward W. Paesel
Executive Director

EWP/rak

cc: Commissioner Michael J. Copps
Commissioner Robert McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

No. of Copies rec'd 0+3
List ABCDE

1904 W. 174th Street
East Hazel Crest, Illinois 60429

www.ssmma.org

708-206-1155
Fax 708-206-1133

Tri-County Urban League

Empowering Communities. Changing Lives.

Received & Inspected
JUN 17 2010
FCC Mail Room

317 S. MacArthur Highway
Peoria, IL 61605-3892
Tel: 309.673.7474
Fax: 309.672.4366
Website: www.tcpul.com

BOARD CHAIRPERSON
Christopher Glynn

FIRST VICE CHAIRPERSON
Maxine Wortham, Ph.D.

SECOND VICE CHAIRPERSON
Walter B. Williams

SECRETARY
Dorothy Comish, Ph.D.

TREASURER
JoAnn Harlan

PRESIDENT
Laraine E. Bryson

BOARD OF DIRECTORS
Dr. Yinka Adetola
Rita Ali, Ph.D.
Matt Bartolo
Marcia Bolden
Charles Burke
Marty Cloch
Sharon Desmoulin-Kherat, Ed.D
Don Dixon
Reverend Samuel Duren
Kevin Evans, Ph.D.
Billy Frank
Herschel Hannah, Ed.D
Shewan Harris
Vanette House-Browning
Pete Jain
Jamal Jowers
Mary Monroe
John Neibur
M~~ Jo Schettler
:ilivan
:d Williams

SATELLITE OFFICE
P.O. Box 5645
Bloomington, IL 61702-5645
Tel: 309.829.2792

SATELLITE CHAIRPERSON
Tony Jones

FIRST VICE CHAIRPERSON
Michael Hanlson

SECOND VICE CHAIRPERSON

SECRETARY
Anita Moore

TREASURER
Barry Reilly, Ed.D

SATELLITE COMMITTEE
Erwin E. Davis
Demetria King
Stan Fleming
Valerie Foster
Nicki Millan
Myles Mitchom
Felicia Shaw
Carl Teichman

PRESIDENT EMERITUS
Frank Campbell

June 9, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, SE
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

The Tri-County (Peoria, IL) Urban League, Inc., is a 501(c) 3, not-for-profit agency, dedicated to improving the education, social, and economic opportunities for individuals in Peoria, Tazewell, Woodford and McLean Counties in the Central Illinois area. Our services and programs are provided at minimal or no cost and we focus on providing and improving critically needed educational, counseling and employment services for our diverse residents.

I am writing to you today to acknowledge the invaluable support provided by one of our corporate partners, the Comcast Corporation. An organization like ours depends on community involvement and Comcast has again and again generously reached out with grant funding that allows us to help those who most need assistance. At a time when many businesses and individuals are struggling just to scrape by, Comcast has never let up its commitment to the neediest among us. For that, all of us at the Tri-County Urban League are extremely grateful.

It's not merely the financial aid that distinguishes this corporation, but rather, where we have been most impressed is in the positive character of so many Comcast employees. Each year on Comcast Cares Day, Comcast employees, family and friends give their time and labor to help make a positive impact on their community. They have painted in our building to insure the environment is a positive one for our clients. By helping us achieve our goals, the people of Comcast prove that hard times are no match for the generous spirit of neighbor helping neighbor. We have also been pleased to see Comcast's work in helping educate our young people about the power of technology. When a company goes above and beyond like Comcast, there's no shortage to what we can all accomplish together.

No. of Copies rec'd 0+4
List ABCDE

Contributions to the Urban League are tax deductible

I know you are facing an important task in evaluating this complicated multi-faceted transaction. However, I just hope you will take a moment to recall what we have seen Comcast do here in Peoria.

Best of luck with your work,

Laraine E. Bryson
President

April 16, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

The United Neighborhood Organization (UNO) is the largest Hispanic organization in the greater Chicago area, serving nearly 20,000 children and adults annually through programs in education, leadership training, immigration, health care, parent involvement, and economic development. Since 1984, we've sought to build grass-roots leadership within Chicago's Hispanic neighborhoods to address local issues such as prevalent street violence and overcrowding in schools.

Comcast supports UNO's Youth Leadership Development Program – a critical neighborhood-based initiative specifically designed around UNO's Metropolitan Leadership Institute, an adult program whose graduates now serve as mentors and guest speakers for our youth participants. Additionally, Comcast has helped us maintain a wide variety of other programs, making UNO the second largest charter holder in the state.

Comcast's commitment to diversity and educational opportunity could not be more evident. Consider that UNO serves a nearly 100% minority student body with 90% of students qualifying for low-income lunch programs. We're convinced that Comcast understands our vision and respects the aspirations of our community. As Comcast moves forward with its proposed NBC Universal joint venture, we wish the company all the success in the world and look forward to discovering new ways to partner with this dynamic committed company during the days, weeks, months and years ahead.

We hope you will take our positive experience into account as you consider the public-interest aspects of your important transactional review.

Sincerely,

Juan Rangel
Chief Executive Officer
United Neighborhood Organization

United Way of Central Illinois
999 Wabash, Suite 109
Springfield, IL 62704
Phone: (217) 726-7000
Fax: (217) 726-9690
E-mail: unitedway@uwcil.org
Web Site: www.uwcil.org

Received & Inspected
JUN 21 2010
FCC Mail Room

United Way
United Way of Central Illinois

UNITED WAY MEMBER ORGANIZATIONS

American Red Cross, IL Capital Area Chapter
Big Brothers Big Sisters of the Illinois Capital Region
Boys & Girls Clubs of Springfield
Catholic Charities
Central Counties Health Center
Central Illinois Foodbank, Inc.
Computer Banc
Contact Ministries
Family Service Center of Sangamon County
Girl Scouts of Central Illinois
H**Ntat for Humanity – Sangamon County
ig Hands of Springfield, Inc
Kids Hope United
Land of Lincoln Goodwill Industries, Inc.
Land of Lincoln Legal Assistance Foundation, Inc
Lutheran Child & Family Services of Illinois
Memorial Home Services
Mental Health Centers of Central Illinois
M.E.R.C.Y Communities
Mini O'Beirne Crisis Nursery
P.O.R.A (Positive Options, Referrals & Alternatives)
Prairie Center Against Sexual Assault
Rutledge Youth Foundation, Inc
Senior Services of Central Illinois
Sojourn Shelter & Services, Inc
Sparc
Springfield Jewish Federation
Springfield Urban League, Inc
Springfield Y.M.C.A
Triangle Center
UCP Land of Lincoln
Youth Service Bureau

June 14, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

Our mission at the United Way of Central Illinois is to inspire the next generation of community leaders – young people who will one day inspire change in the world around them by creating a collaborative atmosphere responsive to a grand diversity of voices. We regularly encourage involvement from local leadership, including businesses in and around our community. One of our most reliable supporters is Comcast. Comcast's cable, voice and Internet services – and its dedicated community volunteers – are an important part of our lives in Central Illinois and its across-the-board success is an inspiration for the many future business leaders that we teach.

Comcast's culture of community involvement inspires all aspects of its business, whether it is direct investment in local initiatives, providing the latest and greatest technology for customers, or encouraging employees to become active volunteers and local contributors. Right here in Central Illinois, Comcast employees pledged over $16,000 during 2008 and 2009 to our local United Way organization. In addition, we were the recipients of Comcast Foundation grants over the last two years. These grants are important as they allow us to expand our efforts and invest in new initiatives to better serve families in need. Comcast also helped us to produce a segment for its Newsmakers program, which airs on a local cable channel. The Newsmakers segment was an exceptional opportunity enabling us to reach into a large number of households and directly introduce our services. Thanks to Comcast, spreading our message has never been easier.

Comcast's innovative programs and services are an indispensible tool for many area consumers and it's the company's employees remain an inspiration for the children we serve. I am confident Comcast will continue to be a successful and valued partner for the communities of Central Illinois. I hope you will consider Comcast's long positive track record as evidence that the company's civic leadership will continue in partnership with NBC Universal.

Sincerely,

John P. Keiker
President

No. of Copies rec'd 0+4
List ABCDE

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED. United Way

NORTHWEST SUBURBAN UNITED WAY
A member of United Way of Metropolitan Chicago

Post Office Box 294
Mount Prospect, Illinois 60056
847.768.1074
uwnorthwest.org

Board of Directors

Executive Board
Gregory P. Guarnine
President

Richard Ruggiero
1st Vice President

James Tansor
2nd Vice President

Gary A. Cueno
Treasurer

Leon Gopon
Secretary

Michael S. Abruzzini
Past President

Directors
Richard J. Casey
Barbara Ferguson
Anthony Harrington
Dennis Huebner
Terence P. Kennedy
Jeffrey W. Kreye
Satish Kumar
Diane Latta
John Lockerby
David Markworth
Frank Moriarty
Jan Olszowski
Wendi Phillips
Regina Schlamp
Diane Smusz
Janet Sirabian
Charles W. Vande Ven

Of Counsel
Susan L. Dawson

Staff
Marcia McMahon
Chief Professional Officer

Lisa M. Frey
Senior Development Manager

Raymond Auclair
Development Manager - Major Gifts

Melissa Kast
Development Manager

Penni Jess
Program Manager

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 17, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the Chief Professional Officer for the Northwest Suburban United Way, I am keenly aware of Comcast's important contributions to the diversity of the Chicagoland and the United Way network. As such I support Comcast's effort to join with NBC Universal.

Comcast's commitment to diversity is especially important to our community. In Mount Prospect, a Chicago suburb, the Latino population has nearly doubled in the span of a single decade, increasing to over 6,000 residents, or 12 percent of the population. The surrounding townships have experienced similar change and growth, and we expect this trend to continue.

Comcast has embraced the growth of our ethnic neighborhoods. Recently they have expanded their programming tiers to include a diverse range of independent, foreign, and non-English programmers. In particular they have greatly expanded their Hispanic programming tier. Comcast's employer diversity also reflects our community since they hire from our community. This may seem like a little thing, but jobs are the foundation of any community and we greatly appreciate this. Lastly, Comcast's commitment to diversity can be seen through their support of community organizations such as ours and their generosity in providing public schools and community centers with complimentary broadband and cable.

Comcast's commitment to diversity extends to their employees. Here in Cook County, the Northwest Suburban United Way is fortunate to count on the leadership of Comcast's Richard Ruggiero, who offers his time and know-how to govern the Executive Board. Comcast's Joe Higgins also supports our Marketing Advisory Board.

The Northwest Suburban United Way's mission to support the lives of people in need mirrors the core tenants of Comcast's commitment to local communities like Mount Prospect. We're proud to include Comcast in our efforts to improve Chicagoland and encourage you to favorably consider its proposal to join with NBC Universal as NBC Universal will only benefit from this partnership.

Sincerely,

Marcia McMahon

Marcia McMahon
Chief Professional Officer, Northwest Suburban United Way

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

Received & Inspected
APR 2 0 2010
FCC Mail Room

Dedicated to the progress of the community.

309 N. Eastern Avenue • Joliet, Illinois 60432-2370
Offices: 815.727.3683 • Day Care: 815.727.6343
Fax: 815.727.9459 • www.spanishcenter.org

March 23, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, Dc 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski:

In light of Comcast's long-standing support for diversity and for the organization I oversee, the Spanish Community Center of Joliet, I am writing to express my support for its proposed venture with NBC Universal.

As the Executive Director of the Spanish Community Center of Joliet, an organization that provides essential services to the immigrant population of Will County, Illinois, I have first hand knowledge of Comcast's commitment to diversity.

The Spanish Community Center Center's primary goal is to assist immigrant and disadvantage residents in assimilating to American society and becoming productive and contributing members of our society. A key component of that work is promoting literacy among our children and providing English as a Second language (ESL) classes in collaboration with Joliet Junior College, where I served as an Associate Vice President before joining the Center.

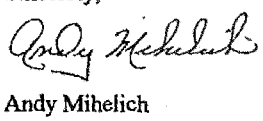
A generous Comcast Foundation grant to my organization provided vital support for our work promoting literacy among a diverse and disadvantage population. Thanks to the help form Comcast and other sponsors and partners, during the past 3 years we have provided free ESL instruction for 280 people, including 76 who have progressed through the intermediate and advanced levels.

As the leader of an agency that serves people from all walks of life-about 70 percent of those we serve are Hispanic, while one-quarter are African-American and about 5 percent are white. I value Comcast's similar commitment to diversity through its partnerships with leading federal, state and local policy organizations and government agencies. I also appreciate Comcast's leading role as a supporter of minority-owned businesses.

No. of Copies rec'd 0+3
List A B C D E

I am confident that a combined Comcast and NBC partnership will continue both companies' commitment to keep our communities not just entertained, but informed and engaged.

Sincerely,



Andy Mihelich
Executive Director
Spanish Community Center

Ken Mundy, Mayor
Candy Smith, City Clerk
Bill Nicklas, City Manager

April 11, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners:

As a municipal leader in the City of Sycamore, Illinois, I often have the opportunity to interact with Comcast and its representatives. I have found that Comcast has abided by its commitments; supported community events; and cooperated with the city on a variety of issues.

Based on my experience with Comcast, I would encourage you to consider approval of Comcast's proposed partnership with NBCU.

Sincerely,

Bill Nicklas
City Manager

308 West State Street · Sycamore, IL 60178 · 815/895-4515 · Fax 815/899-2054 · www.cityofsycamore.com

Valparaiso
VCFE

162 W. Lincolnway
Valparaiso, IN 46383
PHONE 219-464-8332
FAX 219-464-2343
www.valparaisoevents.com

Received & Inspected
JUN 21 2010
FCC Mail Room

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB Docket No. 10-56

June 15, 2010

Dear Chairman Genachowski and FCC Commissioners,

The purpose of this letter is to voice my support for the joint venture of Comcast and NBC Universal. Comcast is a local partner that has continually contributed to the success of the Valparaiso Community Festivals and Events (VCFE) organization and the Popcorn Festival.

The VCFE is a not-for-profit, volunteer organization that is dedicated to sustaining the vitality of downtown Valparaiso, Indiana. Comcast sponsorships have directly impacted this initiative and improved area events for visitors and Valparaiso residents.

Both Comcast and NBC Universal have a history of active engagement with local communities and the organizations that serve those communities. I am happy to vocalize my support for two companies that have maintained a solid, local commitment in the Northwest Indiana region. I believe it is likely that in their joining, Comcast and NBC Universal will be better suited to do even more for the people and communities of Indiana.

Sincerely,

Tina St. Aubin
Director, Valparaiso Communities Festivals and Events

###

No. of Copies rec'd 0+4
List ABCDE

Village of Inverness

1400 Baldwin Road • Inverness, Illinois 60067
847/358-7740 • Fax 847/358-8858

Received & Inspected
APR 19 2010
FCC Mail Room

April 12, 2010

PRESIDENT
John A. Tatooles

BOARD OF TRUSTEES
Russell P. Fitton
Richard C. Gallagher
Patricia D. Ledvina
Janice M. Stremel
Timothy W. Tiedje
John R. Willis

CLERK
Diane C. Haas

BUILDING AND ENGINEERING
847/358-7960
Fax 847/358-1207

WEB ADDRESS
www.villageofinverness.org

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners:

I am writing this letter in support of the Comcast-NBC Universal Joint Venture. As the Village Administrator of Inverness, Illinois, I can state that our community has been well-served by Comcast over the years. Inverness is a quiet, stable residential community with a population of almost 7,500. Located northwest of Chicago, Inverness has been served by Comcast since 2002, when the company assumed control of the franchise to provide cable television services within our Village.

Comcast has continually strived to enhance its products and to provide strong customer service to our residents. Today, Comcast provides Inverness citizens with high-speed Internet access and cable television services, which now include digital channels, HD, On Demand programming, and 24/7 customer service.

Comcast has abided by its commitments to the Village. I consider the company a strong business member of the community. Again, I encourage you to approve its partnership with NBCU.

Sincerely,

Curt Carver
Village Administrator

No. of Copies rec'd 0
List ABCDE

VILLAGE OF PHOENIX
633 EAST 151st STREET - PHOENIX, IL. 60426
Telephone 708-331-2636 Fax 708-331-2642
www.villageofphoenix.com

Received & Inspected
APR 28 2010
FCC Room

VILLAGE PRESIDENT
Terry R. Wells

VILLAGE CLERK
Johnnie M. Lane

VILLAGE ADMINISTRATOR
Dorothy Carter

VILLAGE TRUSTEES
Albert Kirkiln
Arthur T. Burton, Jr.
Martina Mahaffey
Elizabeth Loggins
Willie Mae Smith
Ernestine Proctor-Harris

Incorporated 1900

April 15, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 - 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

I am writing you today to express my support for Comcast Corporation and its venture with NBC Universal.

As one of the leading providers of phone, video and internet service in Phoenix, Comcast plays a key role in the lives of the residents of my community. When Comcast took control of the franchise in Phoenix in 2002, they immediately invested in the infrastructure in our community to improve the service delivery to our residents. Comcast has continued its involvement in Phoenix over the years and have supported our primary community event, "Phoenix Fest" over the last 6 years through sponsorship support. Comcast also held a Comcast Cares volunteer event in Phoenix where in partnership with local residents they helped several deserving seniors with much needed maintenance work on their properties. I am heartened by Comcast's commitment to supporting the local communities that they serve and in forging local partnerships.

Comcast has also graciously provided me the opportunity to bring attention to issues affecting Phoenix to a wider audience through their *Newsmakers* program.

For a company that has a very large national presence, Comcast has remained committed to supporting and serving the local communities it serves and has been a good corporate citizen in my community.

Given my positive experience in dealing with this company, I encourage you to approve Comcast's partnership with NBCU.

Sincerely,

Terry R. Wells, Mayor
Village of Phoenix

CC: Commissioner Michael J. Copps
Commissioner Robert McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

No. of Copies rec'd 0+4
List ABCDE

Received & Inspected
MAY - 3 2010
FCC Mail Room

Village of Richton Park

April 16, 2010

COPY

RICHARD REINBOLD
Village President

CYNTHIA BUTLER
Village Trustee

VALERIE BABKA
Village Trustee

SHARON D. KRIHA
Village Trustee

HARRY OLSON
Village Trustee

JULIAN ALEXANDER
Village Trustee

JENNIFER ARTIS
Village Trustee

MARY E. PIERCE
Village Clerk

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski,

I am writing to express my support for Comcast as it enters into a new business venture with NBCU.

When Comcast assumed control of the franchise to provide cable television services within our Village in 2002, they immediately upgraded the infrastructure within the Village in order to provide advanced services to our residents. This wasn't Comcast's only investment in our community. Comcast held its first Comcast Cares volunteer event in the South Suburbs in Richton Park in 2004. On this day, representatives from Comcast, their families and friends partnered with village staff and residents in cleaning up one of the parks in town. Comcast's spirit of partnership and community involvement was refreshming and noted by the Village Board and residents.

Over the years, Comcast has also provided sponsorship assistance for various community events in Richton Park. When the Village organized its first Blues Festival, Comcast provided much needed publicity assistance. Comcast has also graciously provided us the opportunity to bring attention to issues affecting our communities and region to a wider audience through appearances on their Newsmakers program.

Comcast has abided by its commitments to the Village and we are pleased with the partnership that has been established.

As the Mayor of a community that has been well-served by Comcast, I encourage you to approve its partnership with NBCU.

Sincerely,

Richard Reinbold
Mayor
Village of Richton Park

No. of Copies rec'd 1
List A B C D E

4455 SAUK TRAIL • RICHTON PARK, ILLINOIS 60471-1197 • 708-481-8950 • FAX 708-481-8980 • www.richtonpark.org

CC: Commissioner Michael J. Copps
Commissioner Robert McDowell
Commissioner Mignon Clyburn ✓
Commissioner Meredith Attwell Baker
Yohan Fernando, Government Affairs Manager/Comcast

VILLAGE OF STEGER

35 W. 34th STREET · STEGER, ILLINOIS 60475
(708) 754-3395 · Fax: (708) 754-1913
www.villageofsteger.com

LOUIS SHERMAN
Village President

Carmen S. "Tory" Recupito, Jr.
Village Clerk
crecupito@villageofsteger.org

Conrad R. Kiebles
Village Administrator
ckiebles@villageofsteger.org

Board of Trustees
Tom Seehausen · Mark Kozy · Ken Peterson, Jr. · Elizabeth Honea · Andrew L. Banicki · Ernie Lopez, Jr.

April 20, 2010

Received & Inspected
APR 28 2010
FCC Mail Room

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski,

I am writing to express my support for Comcast as it enters into a new business venture with NBCU.

Comcast has been a good corporate citizen and has served the Village of Steger well. When Comcast assumed control of the franchise to provide cable television services within our Village in 2002, they immediately upgraded the infrastructure within the Village in order to provide advanced services to our residents. As such, the residents of our community are able to experience the same products and services as the residents of some of our larger neighboring communities. Comcast's investment in upgrading their infrastructure in our community has allowed us to attract potential businesses that look for the availability of high-speed connectivity when choosing where to relocate its facilities.

Over the years, Comcast has also provided sponsorship assistance for various community events in Steger, especially the very popular "Chili Festival.". Comcast has also graciously provided us the opportunity to bring attention to issues affecting our communities and region to a wider audience through appearances on their *Newsmakers* program.

As the Mayor of a community that has been well-served by Comcast, I encourage you to approve its partnership with NBCU.

Sincerely,

Lou Sherman
Mayor

No. of Copies rec'd 0+1
List A B C D E

"Where Progress is a Fact, Not A Promise"

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 15, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

Comcast has been instrumental in helping the residents of Porter County, Indiana. Comcast's investment in our communities is one reason why I believe you should approve its request to join with NBC Universal.

Since 1990, my organization, Rebuilding Together – Valparaiso, has brought together thousands of volunteers to help the elderly, disabled and those with low incomes. Last year alone, more than 600 volunteers – from church groups to university students to Valparaiso city employees – came together to help rehab 35 homes and nonprofit facilities. From landscaping and yard work to plumbing and electrical systems and roof and floor replacement, no job is too big or too small for our volunteers. We are part of the largest volunteer home rehabilitation organization in the United States; there are Rebuilding Together chapters in 865 cities and towns in all 50 states. Nationwide, more than 1.8 million volunteers have donated over 20 million hours to help revitalize more than 63,000 houses and nonprofit facilities.

This year, our volunteers are using equipment and supplies purchased with a sizable donation from Comcast. Without the support of Comcast and others who support Rebuilding Together, we would not be able to have such a big impact on our community.

Rebuilding Together is not the only organization that benefits from Comcast's local commitment in Valparaiso. Through my work in the community and with other non-profit organizations, I am aware that other charities, schools and libraries, and local governments benefit from Comcast's philanthropic donations and in-kind contributions. All of that activity strengthens this city and provides a better quality of life for those who need help.

Valparaiso's future is brighter thanks to Comcast's local commitments, and I encourage you to approve its proposal to join with NBC.

Sincerely,

Jeff Lamb

Director
Rebuilding Together – Valparaiso

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

###

voiceofthecity

Building community through making art and teaching art.

May 20, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

It is my understanding that you are undertaking a process of review in regards to the proposed Comcast/NBC Universal Merger. As you perform this review I want to make you aware of the impact Comcast has had in the communities they serve.

Voice of the City is an arts alliance that unites the finest Chicago artists with local residents. As an arts alliance, Voice of the City unites the finest Chicago artists with each other and with the residents of Logan Square -- connecting quality arts experiences to community. Comcast has partnered with us in sponsoring our Milwaukee Avenue Arts Festival, a free three-day festival that celebrates the rich culture of our community of Logan Square, showcasing local artists.

It is the generous support of good corporate citizens like Comcast that enables us to do continue to provide for the needs of the communities we both serve.

We hope that you share our enthusiasm for this merger as we believe it will be beneficial to the communities where Comcast has already shown their support.

Sincerely,

Dawn Marie Galtieri
Executive/Artistic Director

3429 West Diversey Avenue, Suite 208, Chicago, IL 60647 773.782.9471 fax 773.782.9478 voiceofthecity.org

MEMBER COMMUNITIES
Bellwood
Berkeley
[illegible]wyn
[illegible]view
[illegible]ookfield
Cicero
Countryside
Elmwood Park
Forest Park
Forest View
Franklin Park
Harwood Heights
Hillside
Hodgkins
Indian Head Park
LaGrange
LaGrange Park
Leyden Township
Lyons
Lyons Township
Maywood
McCook
Melrose Park
Norridge
Northlake
North Riverside
Oak Park
River Forest
River Grove
Riverside
Rosemont
Schiller Park
[illegible]ney
[illegible]a Park
Summit
Westchester
Western Springs
Willow Springs

ASSOCIATE MEMBERS
Brookfield Zoo
Triton College
Morton College
Norwood Park Twp Hwy Dept.
Proviso Twp
Sidney Twp

PRESIDENT
Marilynn May
River Grove

VICE PRESIDENT
Russell Hartigan
Lyons Township

TREASURER
James Discipio
LaGrange Park

PAST PRESIDENT
James Discipio
LaGrange Park

EXECUTIVE DIRECTOR
Richard F. Pellegrino

WCMC
WEST CENTRAL MUNICIPAL CONFERENCE

2000 Fifth Avenue, Building N
River Grove, IL 60171
ph 708/453-9100 fax 708/453-9101
www.westcook.org

Received & Inspected
JUN 2 1 2010
FCC Mail Room

June 11, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the Executive Director of the West Central Municipal Conference, I am writing you to support Comcast and its partnership proposal with NBC Universal. In west Cook County, Illinois, we value Comcast's investment in our communities.

The West Central Municipal Conference (WCMC) was founded in 1980 to serve local municipalities. Today, 37 communities located in Cook County participate, and our current population of more than 550,000 is diverse and growing. Our mission is to foster municipal cooperation and communication, develop solutions, and advocate common interests at the county, state and federal levels of government.

Comcast is a longtime Affiliate Member of the WCMC. Comcast supports our annual initiatives, sponsors charitable events -- all of which positively impact the quality of life in the communities we represent.

Furthermore, Comcast stands out as a member of the business community in west Cook County. The company employs hundreds of local residents, provides valuable services such as high-speed Internet that keep our businesses competitive and connected, and plays an active role in supporting and growing the infrastructure of west Cook County. In fact, the company has invested billions all around the state of Illinois to improve our communications infrastructure and public technology offerings.

At the WCMC, our focus is the future. Quite simply, our objective is to provide a mechanism by which communities can coalesce and cooperate in the public interest. Comcast is instrumental in this vision. We firmly believe that Comcast's proposal to join with NBC Universal will further strengthen West Cook County and the people of Illinois. Therefore, we ask the FCC to approve the proposal before you.

Sincerely,

Richard F. Pellegrino
Executive Director
West Central Municipal Conference

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

No. of Copies rec'd 0+4
List ABCDE

WESTERN UTILITY CONTRACTORS, INC.
2565 Palmer Avenue
University Park, IL 60466
Telephone: 708-235-1408
Facsimile: 708-235-1410

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

April 30, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

I am writing in support of Comcast's proposed partnership with NBC Universal, currently under review by the FCC. As President of Western Utility Contractors Inc., located in the Chicago area, I am familiar with Comcast's role as an economic generator, jobs provider and leader in telecommunications.

In the past decade, Comcast has invested billions of dollars in technology and infrastructure here in Illinois. These investments have changed the Internet experience for millions of customers by providing super fast speeds, reliable service, enhanced security, and expanded online content. As a result, high speed broadband service is available throughout Comcast's footprint in the state, helping to connect communities of all sizes and providing small and midsize businesses the competitive internet service necessary to compete in our technology driven economy.

Comcast has also created new and convenient ways for customers to access the communications tools, entertainment and content they want, when and where they want it. The company provides superior On Demand and integrated DVR services as well as an excellent HD experience with many programming choices.

If Comcast brings the same type of dynamic change to its partnership with NBC Universal, I am confident the company will find ever more ways to improve the telecommunications industry in this ever evolving marketplace. I urge your approval of this important venture.

Sincerely,

Timothy E Hayes
President

CC: Commissioner Michael J. Copps
Commissioner Robert McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

WMC

WESTSIDE MINISTERS COALITION

Rev. Dr. Lewis Flowers Chairman, Dr. Phalese Binion President, Blaire Wallace, Director

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 18, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the Chairman of the Westside Ministers Coalition in Chicago, Illinois, I am writing to express my support for the partnership venture of Comcast and NBC Universal, two well-respected organizations with deep ties to our City.

Established in 1978, the Westside Ministers Coalition (WMC) collaborates with a network of organizations and service providers to improve the Westside communities of Chicago. Our focus areas include affordable, safe housing, community and economic development and the educational advancement of our young people.

Comcast is an esteemed partner and has invested its resources to support the young men and women of the Westside. For example, it offers our youth the opportunity to gain valuable work experience, and provides comprehensive job training to prepare them for placement in the field. Young people work alongside Comcast employees, who mentor and train them. The teenagers learn new skills, build self-confidence and develop strong bonds with their mentors.

WMC is grateful for Comcast's investment in our youth. Comcast understands that our approach to problem solving is hands-on, and it provides the resources and opportunities for WMC to fulfill its mission.

The Westside Ministers Coalition recommends the prompt approval of the partnership proposal to join these two admirable companies.

Sincerely,

Rev. Dr. Lewis Flowers, Chairman
Westside Ministers Coalition

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

5308 W. Chicago Ave, Chicago, IL 60651 Phone (773)261-0207 Fax 773)261-0214

"Making A Better Community For All People"

Received & Inspected
JUN 21 2010
FCC Mail Room

Executive Committee
Carol Jacobson
Resident/Citizen
President

Joe Silverek
NIPSCO
1st Vice President

Olga Papp
Center Bank
2nd Vice President

Board of Directors
Tom Beerling
KM Plant Services

Sandy Buchfuehrer
Strack & Van Til

Rosie Dembrowski
Its All Good Café

Linda Gajewski
Calumet College of
St. Joseph

Arlene Talalas
Liberty Savings, FSB

David Jones
St. Catherine Hospital

Tom Kellman
BP Whiting Business Unit

Milan Kruszynski
Hammond Port Authority

Dr. Steven Levin
Levin Eye Care Center

John Lewasko
Memory Makers

Connie Salas
Whiting Flower Shop

Carolyn Sarnowski
Region Signs, Inc.

Kathy Winsberg
Full Circle Art

Don Young
Christlove Collectibles

At Large
Denise Wanek
American Trust Investment
Services

Joe Jurek
John's Restaurant

Lisa Kwak
Attorney at Law

Susan Polak
American Trust Insurance

NWI Times
Don MacMillan
Arc-Bridges
Resident/Citizen
Tom Doherty
Mark Doudzinski
Herb Duddek
Jerry Dybel
Jerry Miskus

Whiting Robertsdale
CHAMBER OF COMMERCE

Executive Committee
Sue Polak
American Trust &
Savings Bank
3rd Vice President

Carol Graziani
Whiting Refinery FCU
Treasurer

Executive Director
Mary Lu Gregor

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 8, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

Whiting, Indiana, is home of the annual Pierogi Festival. Comcast has supported our festival since 2002. I admire its support for local communities, and I hope you will approve its request to join with NBC Universal.

Our Pierogi Festival allows us to celebrate our Polish heritage while poking a little fun at ourselves. We have women dressed up like our grandmothers (bushas, as we say) in housecoats and babushkas. Lawnmower brigade strut through town with sandals and socks on like our dads. We even have walking, talking pastries; singing, dancing dumplings; and a Polish Princess who puts Cinderella, Snow White and Sleeping Beauty all to shame.

But the Pierogi Festival is more than good fun; it also brings more than 200,000 visitors to Whiting's retail district. The festival has gained national visibility for Whiting, and has been featured on the Food Network, the Travel Channel and Travelocity.com. Oprah Winfrey also has taken note – ranking the festival among the Top Seven Festivals of Food in 2008 – and the Lake County Convention & Visitors Bureau has twice named the Pierogi Festival the Event of the Year.

Comcast's support has been essential for us to stage this festival every year, bringing robust economic activity and lots of good fun to our community. Comcast's support of our festival shows that the company thinks of itself as a member of the Whiting community.

I encourage you and your fellow commissioners to approve Comcast's request to join with NBC Universal, because this is a company whose success pays dividends for the communities in which it does business.

Sincerely,

Mary Lu Gregor
Director
Whiting-Robertsdale Chamber of Commerce

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

No. of Copies rec'd 0+4
List ABCDE

WCGL

Will County Governmental League

3180 Theodore Street, Suite 101 • Joliet, Illinois 60435

President:
JOE COOK
Channahon

Vice President
ROGER CLAAR
Bolingbrook

Secretary
WILLIAM BORGO
Manhattan

Treasurer
MICHAEL TURK
Joliet

Directors:
JIM HOLLAND
Frankfort
JOHN NOAK
Romeoville
LAWRENCE WALSH
County of Will
ROBERT BARBER
Beecher
KURT CARROLL
Shorewood

Members:
Aurora
Beecher
Bolingbrook
Braidwood
Channahon
Coal City
Crest Hill
Crete
Diamond
Elwood
Frankfort
Homer Glen
Joliet
Lemont
Lockport
Manhattan
Minooka
Mokena
Monee
Naperville
New Lenox
Orland Park
Peotone
Plainfield
Rockdale
Romeoville
Shorewood
Steger
Tinley Park
University Park
Wilmington
Woodridge
County of Will

Executive Director
Steven Quigley

June 10, 2010

Received & Inspected
JUN 21 2010
FCC Mail Room

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

On behalf of the members of the Will County Governmental League (WCGL), I am writing to provide my support of the Comcast and NBC Universal partnership proposal and to commend Comcast for its long-time commitment to our organization and Will County, Illinois.

WCGL is a council of government comprised of 32 municipalities and the County of Will, Illinois. WCGL provides a forum for members to discuss and resolve regional issues, such as transportation, legislation, and intergovernmental relations.

As the Executive Director of WCGL, I am fortunate to work closely with Comcast's Noreen Ligino-Kubinski and Tony Signorella, whose expertise and dedication enhance our membership. Comcast also sponsors our events throughout the year and actively supports fundraising activities, public works projects and the non-profit programs that are important to residents throughout Will County.

Comcast has played a role in the success of Will County and WCGL is encouraged by what a partnership of two such highly regarded organizations as Comcast and NBC Universal could achieve. We therefore recommend that the FCC approve the proposed union of Comcast and NBC Universal as expeditiously as possible.

Sincerely,

Steve Quigley, Executive Director
Will County Governmental League
Joliet, Illinois

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

No. of Copies rec'd 0+4
List ABCDE

P: 815-729-3535 • F: 815-729-3536 • www.wcgl.org

Youth Conservation Corps
221 North Genesee Street
Waukegan, IL 60085-4221
Phone: (847) 623-0900
Fax: (847) 623-0909
www.youthconservation.org

Challenging Youth...Changing Perceptions

April 16, 2010

To the FCC Chairman:
Julius Genachowski
Federal Communications Commission
445 12th Street, S.W.
Washington DC
RE: MB Docket 10-56

Dear Chairman Genachowski:

Youth Conservation Corps is grateful for past contributions and support from Comcast. Funding from Comcast has allowed YCC to better serve its youth and provide opportunities for their development.

YCC supports the joint venture between Comcast and GE to acquire NBC Universal. YCC fully supports the further development of Comcast as a company that provides quality services to its customers, while supporting the communities which it is a part of.

Comcast has provided over $50,000 in grants for YCC, which has allowed YCC to provide additional computers, GED software, and classroom audio visual equipment to strengthen the current GED program. Additionally, these funds have assisted in developing a leadership curriculum and materials and supplies for leadership training. Comcast also provided thousands of dollars worth of advertising for YCC by including us on their local newsmakers broadcast. This support has had a significant impact, since YCC attained its highest outcomes in its history within the past year.

Youth Conservation Corps (YCC) is a non profit service agency that serves young adults in Lake County by offering life skills training and education, community service opportunities, counseling, leadership development, construction training and follow up services.

We hope for a continued partnership with Comcast and wish you the best in your recent business endeavors.

Regards,

Bob McCammon
Executive Director

printed on recycled paper

A United Way Agency
A Not-for-Profit Employment Agency

ARD OF
DIRECTORS

EXECUTIVE
COMMITTEE
James Kauffman
President
Tom Hazlett
Karen Hunt
Scott Hurwitz
Ralph Segall

MEMBERS
Marianne Brackey
Mary Clark
Jeff Coney
Rodney Daniels
Nina Donnelly
Joseph Flanagan
Adam Goodman
Daniel Howell
Ann Jennett
Michael Kamin
John Kennedy
Dr. Yendis Gibson-King
Marcia Mead-Stillerman
Kendra Morrill
Amy Mosser
Alysa Parks
Joe Romano
Gerri Sizemore
Nancy Traver
Mary Wilkerson

ISORY
ARD
William J. Banis
Robert Berman
Hon. Arthur L. Berman
Gayle Callahan
John Chapman
Father George Clements
Richard Day
Donna Dowdle
Mar Sue Dunbeck
Philip Farish
Marla Felcher
William Friedlander
Darchelle Garner
Bill Hartgering
Catherine Hayden
Emmanuel Jackson
Terrence Jenkins
Peggy King
Paul A. Lehman
William Logan
Bonnie Lytle
Peter Marks
Alfred McDougal
Marcia Mead
Wendy Melter
Craig Morris
Thomas Parkinson
Ford Pearson
Hecky B. Powell
J.B. Pritzker
Hon. Evelyn Raden
Hon. Janice Schakowsky
Caroline Seufert

CUTIVE
DIRECTOR
Sacelia Smith, M.S.

FOUNDER
Ann Jennett

April 30, 2010

To the FCC Chairman:
Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: MB Docket 10-56

Dear Chairman Genachowski:

I am writing this letter in support of the proposed Comcast-NBC Universal joint venture. We have partnered with Comcast for the past 4 years in a variety of ways and have always found them to be a strong supporter of our organization and advocate for issues relating to youth employment. I am confident that a joint venture between Comcast and NBC Universal would only enhance their abilities to support not-for-profit organizations such as the Youth Job Center of Evanston.

Comcast has demonstrated their support in a variety of ways. Initially, they supported the YJC's summer tutors program; a program for 14-15 year olds who work as teacher assistants in Evanston School District 65's summer school program. They then provided a three year grant, totaling $45,000, to support our Strategic Corporate Alliances program. The SCA program serves the most difficult to employ population: 18-25 year olds with one or more barrier to employment including lack of a GED, challenges with literacy, being a single parent, having a criminal record and more. SCA enrolls participants in an intense, 3-week job readiness program which teaches both hard and soft job-readiness skills. After "graduating" the three-week class, SCA clients work with a job counselor to find living wage employment with benefits. YJC job counselors continue to mentor SCA clients for up to a year after they are placed in jobs.

In addition to providing much needed financial support, Comcast has also assisted the YJC with its annual gala. Last year, a Comcast employee served on the planning committee adding a great deal to the planning process including securing our keynote speaker and several silent auction items. Comcast also has been a financial supporter of our annual event and has filled tables with Comcast employees.

Because we are a youth-serving job placement organization, Comcast has also provided us with job leads at a variety of levels. And finally, Comcast has invited YJC staff to appear on their television program, Community Matters. This provided us with an excellent opportunity to promote our organization to a wide range of viewers.

Thank you for the opportunity to express my support of the Comcast-NBC Universal joint venture and, specifically, to expound upon the support that has already been provided by Comcast. Please call or e-mail me with additional questions. Thanks, again.

Sincerely,

Kim Hoopingarner
Development Director, Youth Job Center of Evanston
1114 Church
Evanston, IL 60201
Khoopingarner@youthjobcenter.org
847-864-5627

COMMITTEES:
CHAIRPERSON:
BIO-TECHNOLOGY
VICE CHAIRPERSON:
INFRASTRUCTURE
MEMBER:
EXECUTIVE
INSURANCE
INTERNATIONAL TRADE & COMMERCE
MASS TRANSIT

290-S STRATTON BUILDING
SPRINGFIELD, IL 62706
PH: 217-558-1032
FAX: 217-558-7112

2058 N. WESTERN AVE.
CHICAGO, IL 60647
PH: 773-235-3939
FAX: 773-278-2541

MARIA A. "TONI" BERRIOS
STATE REPRESENTATIVE
39TH DISTRICT

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 16, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

In the midst of the worst recession in 50 years, I am always pleased when a company continues to prosper in the Chicago area. As a State Representative in Chicago, I am writing in support of Comcast, which has made a strong impact on the Chicago area, and request that you permit Comcast to join with NBC Universal.

Comcast has opened several large call centers in the Chicagoland area. In addition to paying property taxes and payroll taxes, our City and State benefit from the excellent salaries Comcast pays its employees and their support of our many minority communities.

Comcast has shown itself to be a community partner that becomes involved in the life of our city. The Yancey Boys and Girls Club in the Englewood area of Chicago recently reopened and has become a magnet for young people in the neighborhood. The building had been abandoned some years ago and was in need of refurbishment. Only a few weeks ago, on Comcast Cares Day, 150 Comcast volunteers helped completely rehabilitate the building. Some scraped paint and prepped interior and exterior walls, while others painted, landscaped and planted flowers.

Comcast also enabled the Boys and Girls Club to set up a computer lab. Comcast techs wired the building for cable, phone and internet services. Further, Comcast announced that it will provide free service and computers for the Club. This is consistent with Comcast's longstanding support of the area's minority communities.

RECYCLED PAPER • SOYBEAN INKS

We in Chicagoland view Comcast as a corporate friend that contributes to the city and its residents, while providing excellent entertainment and broadband services for its subscribers. I urge you to approve its plan to join with NBC Universal.

Sincerely,

Maria A. Berrios

Maria Antonia Berrios
IL State Representative, 39th District

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

SPRINGFIELD OFFICE:
103A STATE HOUSE
SPRINGFIELD, ILLINOIS 62706
PHONE: 217/782-0052
FAX: 217/782-4079

DISTRICT OFFICE:
52 W DOWNER PL, STE 201
AURORA, ILLINOIS 60560
PHONE: 630/264-2334
FAX: 630/264-1566
ADMIN@LAUZEN.COM

ILLINOIS STATE SENATE
CHRIS LAUZEN
25TH SENATE DISTRICT

June 18, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

In recent years, I have heard and seen much hand ringing and nay saying about the increasing concentration of media in our country and the consequent risks to free speech. They have got to be kidding us.

We have never had access to more information from more different sources than we have today. On our televisions, cable systems and on the Internet there are near limitless voices, hundreds of channels espousing every possible permutation of political view, social perspective and moral imperative. On any cable system nearly every religion known to man has a forum to profess their beliefs. Every political persuasion has a voice, sometimes reasoned, occasionally shrill and episodically absolutely irrational. Nothing in the proposed Comcast and NBC merger will diminish this diversity of voices and it will likely lead to greater distribution of many voices over the airwaves than now exists.

I urge you to approve the Comcast and NBC merger as it is in the public interest.

Very sincerely,

Christopher J. Lauzen

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

AL ASSEMBLY
STATE OF ILLINOIS

COMMITTEES:
CHAIRPERSON,
AGRICULTURE & CONSERVATION

AFFORDABLE ALZHEIMER'S SERVICES
ELECTRIC GENERATION & COMMERCE
ENVIRONMENT & ENERGY
HEALTH CARE LICENSES
LABOR
VETERANS' AFFAIRS

SPRINGFIELD OFFICE:
275-S STRATTON BLDG.
SPRINGFIELD, IL 62706
217/782-5131
217/557-0521 FAX

DISTRICT OFFICE:
2 N. VINE STREET, 5TH FLOOR
HARRISBURG, IL 62946
618/253-4189
618/253-3136 FAX

Received & Inspected
JUN 24 2010
FCC Mail Room

BRANDON W. PHELPS
STATE REPRESENTATIVE
118TH DISTRICT

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 15, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

With great pride, I serve in the Illinois House of Representative on behalf of the people in the 118th legislative district – a district that encompasses a large area of downstate Illinois. Like other parts of the state and the country, we are battling our way out of the recession. Internet technology is more important here than ever, which is why I support the partnership between Comcast and NBC Universal.

Quite simply, access to broadband is critical for our residents and businesses. The internet facilitates connection to vital resources like business to business information, job listings, employment training programs and more. Comcast understands this. The company has invested billions of dollars to upgrade infrastructure including in communities that are far removed from Illinois' major metropolitan areas. Broadband access now connects Illinois residents to the resources and business opportunities necessary to survive in today's economy

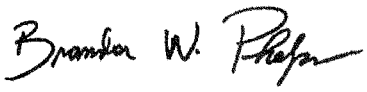
To further demonstrate its commitment to better the communities it serves, Comcast provides schools and libraries with courtesy internet service. The company also invests in digital literacy initiatives in order to close the digital divide for young people in our communities.

No. of Copies rec'd 0+4
List ABCDE

RECYCLED PAPER · SOYBEAN INKS

For these reasons, I encourage you to approve the partnership proposal currently before your panel. The union of these two well-respected, innovative organizations will no doubt be positive for Illinois and our country.

Sincerely,



Brandon W. Phelps,
IL House of Representatives
118th Legislative District

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

Office of the Mayor
City of Springfield, Illinois

Timothy J. Davlin
Mayor

June 15, 2010

Received & Inspected
JUN 21 2010
FCC Mail Room

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

It is with great pride that I serve as Mayor of the City of Springfield, Illinois. In that capacity, I am writing to urge your support for the proposed joint partnership between Comcast and NBC Universal, based on Comcast's impressive history of innovating new technologies, providing jobs and revenue, and dedicating itself to meaningful involvement in our communities.

Comcast's efforts have helped Springfield take advantage of the latest broadband technologies shaping the global economy, which are key when battling back from the recession. In the past decade, Comcast has made significant infrastructure investments throughout the state, committing billions of dollars to facilitate the latest technologies. Those investments have brought high speed broadband service throughout Illinois, enabling small businesses in Springfield to succeed in an increasingly competitive marketplace. In short, Comcast has delivered on its promise of system upgrades, better cable service, and ever-improving broadband internet service.

Additionally, Comcast has a demonstrated record of outstanding corporate citizenship. As head of the Illinois Municipal League, I can attest to the fact that Comcast has consistently lived up to the commitments it makes to support local organizations and charities here in

300 Municipal Center East • Springfield, Illinois 62701 • (217) 789-2200 • Fax (217) 789-2109

No. of Copies rec'd 0+4
List ABCDE

Springfield and in other communities across the state. Comcast also gives back to local communities by investing hundreds of thousands of dollars each year in courtesy service to libraries, municipal buildings and schools. Providing internet service to libraries and schools is of particular importance. It is a significant step towards closing the digital divide that stands between many children in underprivileged communities and a successful future.

I am hopeful you will make the right choice by approving this venture.

Sincerely,

Timothy J Davlin

Tim Davlin
Mayor

cc: *Commissioner Michael J. Copps*
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

300 Municipal Center East • Springfield, Illinois 62701 • (217) 789-2200 • Fax (217) 789-2109

Mayor
CRAIG B. JOHNSON

Village Clerk
JUDITH M. KEEGAN

Village Manager
RAYMOND R. RUMMEL

Received & Inspected
APR 20 2010
FCC Mail Room

Village Trustees
NANCY J. CZARNIK
PATTON L. FEICHTER
JEFFREY C. FRANKE
SAMUEL L. LISSNER
JAMES P. PETRI
CHRIS PROCHNO

April 14, 2010

Electronically Submitted

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB Docket 10-56

Dear Chairman and Commissioners of the FCC:

I am the Mayor of Elk Grove Village, Illinois. We are a large and prosperous community located in Northwestern suburban Chicago.

I want to take this opportunity to advise you of Comcast's strong presence in Elk Grove Village, Illinois and encourage you to favorably consider Comcast's partnership with NBCU.

Elk Grove has been served by Comcast since 2002, when the company assumed control of the franchise to provide cable television services within our Village. Comcast also provides high speed data and IP based telephone services in the community.

Overall, Comcast is a strong and desirable corporate citizen. They continually strive to enhance their products and services in our community. Likewise, Comcast had committed to provide strong customer service to our residents and businesses. Moreover, Comcast is committed to assisting the community in many different facets.

Notably, Comcast has been a strong supporter of EGTV, our community PEG channel. EGTV creates over 150 original programs each year and produces hundreds of hours of original programming each year, including important meetings of the community, which are carried exclusively by Comcast.

Comcast also supports many important community activities including:

- Contributing active supporter of the Alexian Brothers' *Tour of Elk Grove* event, which is America's premiere international cycling race;

901 WELLINGTON AVENUE • ELK GROVE VILLAGE, ILLINOIS • 60007-5799
TELEPHONE (847) 439-3900 • FAX (847) 357-4044 • TDD (847) 357-4080
www.elkgrove.org

No. of Copies rec'd 0
List ABCDE

- When our community lost 4 soldiers to the war on terror, Comcast stepped forward to support our local *Heart of a Marine Foundation*, which is dedicated to assisting injured soldiers and their families from all branches of the U.S. armed forces.
- Comcast annually provides several $1,000 college scholarships to college bound senior high school students in our community; and
- Comcast volunteers have assisted in cleaning local forest preserves, creeks, and parks in the community.

Comcast is continually a strong member of the community. We have found that they operate with a high degree of integrity; the company abides by its commitments. With that in mind, we believe Comcast's partnership with NBCU will produce positive benefits, and I would certainly encourage you to favorably consider approving Comcast's partnership with NBCU.

Sincerely,

Craig R. Johnson
Mayor

c: Board of Trustees
Village Manager

bc: Chris Nelson, Manager of Government Affairs, Comcast

Received & Inspected
JUN 24 2010
FCC Mail Room

79TH DISTRICT
STATE CAPITOL
P.O. BOX 30014
LANSING, MI 48909-7514
PHONE (517) 373-1403
TOLL-FREE: (888) 856-0079
FAX: (517) 373-3652
E-MAIL: johnproos@house.mi.gov
ONLINE: www.gophouse.com/proos.htm

MICHIGAN HOUSE OF REPRESENTATIVES

JOHN M. PROOS

STATE REPRESENTATIVE

APPROPRIATIONS COMMITTEE
SUBCOMMITTEES:
CORRECTIONS
(MINORITY VICE CHAIR)
HUMAN SERVICES
JOINT CAPITAL OUTLAY
ENERGY AND TECHNOLOGY

June 17, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As the representative of Michigan's 79th State Legislative District, I am writing to express my support for the proposed partnership of Comcast and NBC Universal and to encourage FCC approval of the union. Servicing over 1.2 million Michigan residents, Comcast is not only a significant force in our business community but a good corporate citizen of our state.

As former Vice Chairman and current member of the State Energy and Technology Committee, I am well aware of Comcast's commitment to Michigan and its role in the economy of our state. Comcast is one of our largest employers and taxpayers – contributing over $300 million in wages, health care benefits and payroll taxes in 2008 alone. Comcast has also made major technology and infrastructure improvements in Michigan, totaling over $2.6 billion to date. Now, more than ever, Michigan needs businesses like Comcast to continue growing, thriving and innovating.

I am also highly impressed by Comcast's charitable nature. The company provides local libraries, schools and municipal buildings with courtesy Internet service – something that not only keeps our people connected but keeps costs down for our institutions. Additionally, Comcast provides public service announcements to important causes. I have personally filmed one such spot, promoting childhood reading programs and initiatives within my home district.

For all of the above reasons, I would again like to express my strong support for the partnership of Comcast and NBC Universal.

Sincerely,

Representative John Proos
79th Legislative District
Michigan House of Representatives

No. of Copies rec'd 0+4
List ABCDE

NORTHERN BERRIEN COUNTY AREAS REPRESENTED:
CITIES: BENTON HARBOR, BRIDGMAN, COLOMA, SAINT JOSEPH, WATERVLIET
TOWNSHIPS: BAINBRIDGE, BENTON CHARTER, COLOMA CHARTER, HAGAR, LAKE CHARTER, LINCOLN CHARTER, ROYALTON, SAINT JOSEPH CHARTER, SODUS, WATERVLIET
VILLAGES: SHOREHAM, STEVENSVILLE

Received & Inspected
JUN 24 2010
FCC Mail Room

COMMUNICATIONS DEPARTMENT
CITY OF SPRINGFIELD, ILLINOIS

ERNIE SLOTTAG
DIRECTOR

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

June 18, 2010

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As Communications Director of the City of Springfield, Illinois, I am integrally involved in the operation of our government and public access channels. I appreciate Comcast's investment in and support of our community, and I am hopeful that you will grant Comcast's request to partner with NBC Universal.

Springfield is the center of Illinois political activity. Not only is Springfield the Illinois state capital, but the city, home to more than 120,000 residents, also serves as the seat of Sangamon County government.

Comcast not only provides Springfield the channel capacity for our local government and public access stations but also provides the capital support to purchase state-of-the-art production equipment. Furthermore, Comcast is responsive and helpful when we run into production or system challenges, and we are very grateful for its regular assistance with trouble shooting.

In Springfield, we believe public access programming is a critical means for communicating with our constituents. Comcast's support demonstrates that the company has the interests of our community in mind.

I encourage the FCC to approve the Comcast and NBC Universal union. Thank you for the opportunity to weigh in on this matter.

Sincerely,

Ernie Slottag
Communication Director

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

315 MUNICIPAL CENTER EAST • SPRINGFIELD, ILLINOIS 62701 • (217) 789-2235 • (217) 789-2422

No. of Copies rec'd 0+4
List ABCDE

WALTER BURNETT, JR.
ALDERMAN, 27TH WARD
1463 W. CHICAGO AVENUE
CHICAGO, ILLINOIS 60622
TELEPHONE: 312-432-1995
FAX: 312-432-1049
E-MAIL: wburnett@cityofchicago.org

CITY COUNCIL
CITY OF CHICAGO
COUNCIL CHAMBER
CITY HALL, ROOM 300
121 NORTH LASALLE STREET
CHICAGO, ILLINOIS 60602
TELEPHONE: 312-744-6124
FAX: 312-742-8489

COMMITTEE MEMBERSHIPS

SPECIAL EVENTS AND CULTURAL AFFAIRS (CHAIRMAN)
BUDGET AND GOVERNMENT OPERATIONS
BUILDINGS
COMMITTEES, RULES AND ETHICS
EDUCATION
FINANCE
HEALTH
POLICE AND FIRE

June 14, 2010

Chairman Julius Genachowski
Commissioner Michael J, Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Received & Inspected
JUN 22 2010
FCC Mail Room

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

I understand that you are reviewing the proposed Comcast NBC Universal joint venture and as part of that review are seeking input on how these companies operate in the community. I want to let you know that as a Chicago Alderman representing over 65,000 people, Comcast has proven to be a strong corporate partner. They have assisted with funding and materials for my annual Stay In School Picnic and have supported our local Job Fairs with funding and sending HR recruiters.

Comcast's commitment to the constituency that we both serve has been consistent and much appreciated over the years.

As Comcast completes this proposed NBC Universal joint venture, we look forward to our continued partnership with them as we continue to have a positive impact in the community.

I appreciate you taking the time to consider the viewpoint of a local official familiar with Comcast's commitment to my community as you consider the local impact of this proceeding.

Most sincerely,

Walter Burnett, Jr.
Alderman, 27th Ward

WBJ/ba

No. of Copies rec'd 0+4
List ABCDE

burnett

Forest Preserve District of DuPage County

35580 Naperville Road • Wheaton, IL 60189-8761 • 630.933.7200 • Fax 630.933.7204 • TTY 800.526.0857

June 14, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

On behalf of the Forest Preserve District of DuPage County, Illinois, I submit this letter endorsing the proposed partnership between Comcast and NBC Universal.

Comcast is our partner in the effort to preserve and maintain the forest preserves for future generations to experience and enjoy. Established in 1915, the Forest Preserve District of DuPage County is 25,000 acres of individual forest preserves, rivers and streams and over a hundred miles of trails. Our mission is to acquire and preserve lands capable of being restored for the citizens of DuPage County.

Comcast's commitment to the Forest Preserve District of DuPage County is multi-faceted. I have personally appeared on Comcast Newsmakers to spread the word about our mission and our work. We are proud to partner with Comcast each year for their annual day of volunteerism – Comcast Cares Day. Together, we have mobilized hundreds of volunteers to beautify and improve our parks, farms, and forest preserves. On April 24, 2010, volunteers worked to plant flowers, spread mulch, paint sheds, pick-up debris and clean trails. Comcast is the ideal corporate and community partner. Its support through volunteerism, media and charitable works are woven into the fabric of our communities.

The Forest Preserve District of DuPage County requests the FCC approve the plan to join Comcast and NBC Universal. Comcast is an exemplary community partner that improves the communities it touches; DuPage County is among them.

Sincerely,

Dewey Pierotti Jr.
President

CC: Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker

League of United Latin American Citizens

LULAC Council 5218 Aurora LULAC Council of Aurora Foundation

April 10, 2010

LULAC Council 5218
Arthur Velasquez, President
Betty Ruiz, Vice-President
Brian Pollock, Treasurer
Irma Gibbs, Secretary
Gloria Abundis
Manuel Abundis
Sofia Alvarez
Alex Arroyo
Laura Barth
John Biris
Linda Biris
William Burns
Nick Cabral
Suely Cabral
Marigela Camezho
Hon. Linda Chapa LaVia
Hon. Juany Garza
Joel Gonzalez
Hon. Schekela Hart Burns
Beda Hernandez
Beatriz Jacobo
Hon. Stephanie Kdowz
Bonnie Kunkel
Maria Mendez
Celinda Monterroso
Lisa Morales
Frank Navarro
Brian Pollock
Georgina Poole
Lori Rentzelk
Dr. Hilda Rivera
Armando Rodriguez
Luis Rivera
Hon. Dr. Monica Silva
Anthony Valencia

LULAC Foundation
Honorary Chair, Hon. Linda Chapa LaVia
Chairman, Arthur Velasquez
Vice Chairman, Georgina Poole
Secretary, Suely Ann Cabral
Treasurer, Brian Pollock
Manuel Abundis
Alex Arroyo
Laura Barth
Hon. Christina Fonseca
Dr. Jose Magaña
Celinda Monterroso
Betty Ruiz
Dr. Hilda Rivera
Hon. Dr. Monica Silva

The Honorable Julius Genachowski, Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Genachowski:

Thank you for this opportunity to offer my views on Comcast and its proposed joint venture with NBC Universal. I am strongly supportive of Comcast's proposal due to its long history of supporting the Hispanic community, its commitment to community service, and its willingness to highlight the many positive contributions of organizations such as the League of United Latin American Citizens (LULAC).

As you may know, LULAC is the largest and oldest Hispanic organization in the United States. We work to advance the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs operating at more than 700 LULAC councils nationwide. I represent the LULAC council in Aurora, Illinois. The organization involves and serves all Hispanic nationality groups.

Comcast engages positively with the Hispanic community through its support for LULAC and has worked with us to highlight issues and events that are important to our community. Comcast is a diverse employer whose employees are part of the LULAC family. Comcast employees also actively participate in our chapters in Aurora and Elgin. Comcast has also been a critical supporter of our scholarship effort, which is essential to ensuring equal access to higher education for Latino students. We have also been pleased by Comcast's willingness to use its public and community affairs programming to raise awareness of LULAC's efforts and events.

I would also note that Comcast has strongly supported our calls for greater diversity and localism in programming, having launched a package of Spanish language channels in a number of Latino markets nationwide, including here in Aurora. The company has pledged to extend and strengthen this commitment once the Comcast-NBC partnership is approved.

I am hopeful that the Commission will view the Comcast-NBCU joint venture as positively as we have viewed our relationship with Comcast through the years. Thank you for your consideration of these views.

Respectfully,

Arthur Velasquez

Arthur Velasquez
President, LULAC Council 5218, Aurora, Illinois

"All for one – one for all"
P.O. Box 7442, Aurora, IL 60507 – 630-309-5490
LULAC Council of Aurora Foundation is a §501(c)(3) non-profit corporation. Donations are tax-deductible.

April 23, 2010

Abraham Lincoln Centre
3858 S. Cottage Grove Avenue
Chicago, IL 60653
773-285-1390
Fax 773-373-6602
TTY 773-933-0411
www.abelink.org

Officers
Maurice Grant
Chairman
Marty Young
Treasurer
Katéy Assem
Secretary
Barbara E. Pinder
Vice Chairman
Zirl S. Smith
President & CEO

Trustees
Lester Blair
Carla Carstens
George F. Galland
Valerie H. Grace
William H. Jones
Calvin A. Lyons
Keith McGregory
Vanessa Smith McTier
Philip J. O'Keefe
Sander Postol
Walter H. Sobel

Advisory Committee
John Peck
Cordell Reed
Michael S. Reeves
Wilma J. Sutton

Member of the United Way of Chicago

Accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF)

Accredited by the National Association for the Education of Young Children (NAEYC)

Equal Opportunity Employer

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

I recognize that you are in the process of reviewing a proposed joint venture between Comcast and NBC Universal. As part of that review, I am sure that you will be taking interest in learning how these companies partner with the local communities they serve. We feel that NBC-Universal believes in the mission of our organization and has improved the lives of children in Chicago through volunteerism as well as offering support that will help our youth develop and thrive

The Abraham Lincoln Centre, located on Chicago's South Side provides needed social services to over 7,000 children and families per year. We know that NBC-Universal shares the goals of our organization. The company has supported our educational efforts and commitment to our youth over the past year. If it were not for NBC-Universal, we would not be able to share our message with such a widespread audience.

We feel that Comcast's partnership with NBC Universal will also be beneficial to the community through providing new and additional opportunities to support children and education.

We hope you will join us in support and look forward to a flourishing partnership that will continue to benefit the Abraham Lincoln Centre.

Sincerely,

Ellyn Harris
Director of Development
Abraham Lincoln Centre

June 7, 2010

To the FCC Chairman and Commissioners:
Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Attwell Baker
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554
RE: MB Docket 10-56

Dear Chairman and Commissioners,

My name is Maria Eugenia Ayala – Gallegos, I am the President of Mas Enterprises And Marketing Inc.

Más Enterprises and Marketing, Inc. is a professional and ethical Advertising, Promotions and Marketing Company that strives to produce all services and special events located in Chicago, IL. My business includes a print publication: Más Magazine, an entertainment Spanish language magazine that serves and represents small and local businesses in the Chicago area.

I am writing you today in support of the Comcast acquisition of NBC Universal.
Over the past six years I have worked closely with Telemundo Chicago and have become exceptional business partners. Telemundo Chicago is constantly and consistently in support of the Hispanic community, this has helped business owners such as myself to grow.

I believe the pending acquisition will provide Telemundo Chicago will provide the men and women of Telemundo with broader career opportunities. I also believe Telemundo will benefit with more investment in content and better distribution. This will help secure and generate more professional jobs for hundreds of Hispanics and provide the Hispanic community with high quality, relevant original content.

As a member of the Chicago business community I support and encourage you to approve the pending acquisition.

Regards,
Maria Eugenia Ayala
President
Mas Enterprises and Marketing Inc.

3767 S. Wenonah Ave. Berwyn, IL. 60402 *mas maru avala@yahoo.com * (708) 752-5029

Mr. BOUCHER. Mr. Waz, thank you very much. And thanks to each of our witnesses for sharing your views with us on the matter this morning.

I have just a couple of questions. Mr. Waz, I know that Comcast, as part of its voluntary undertaking on diversity matters has committed to add at least two independently owned channels to its lineup in each of the next three years. And it's also committed that at least half of those channels will have substantial minority ownership interest. Is it your intent to put those independently owned channels on all the Comcast cable systems, or only on part of them?

Mr. WAZ. Mr. Chairman, first of all, let me begin by just updating the commitment as we continue to have discussions with our diversity organizations, and the agreement we have reached with the Hispanic Leadership organizations.

We plan to enhance the commitment so that we're now prepared to add 10 independently owned and controlled channels over a period of eight years. We intend for four of those to be owned by the Latinos. And per the letter that we were sharing with Mr. Rush this morning, we have also committed to make a minimum of four of those channels, channels that are owned and controlled by African Americans. We intend to give them substantial carriage according to what I'll call customary terms and conditions in the industry. Each new network needs an opportunity to establish itself, and we've worked with—I'll give you an example of a network in which we had an ownership stake, and that is TV One.

I think TV One stands out as, actually, exactly the sort of opportunity that Congresswoman Waters and others are pointing to, which is what can a company, a significant media company do to help promote media ownership, media distribution opportunities for African American programming? And I think as he was alluding in his testimony in Los Angeles, he stated how important and how sincere the Comcast commitment was to help them grow that effort.

Even that network at conception did not appear on all Comcast systems. And even today, we continue to add it on Comcast systems. So, I would anticipate in each case with each of these networks that we talk with, we will reach terms and conditions for appropriate levels of introduction of these new networks in markets as appropriate across the country.

Mr. BOUCHER. Well, I guess my question is, have you determined what markets are appropriate, and what assurance do we have that while the commitment you have independently come to, for example, minority ownership interest in a number of these channels, new channels added, that we are given to understand that there are actually going to be carried on a very large majority of your cable systems. Can we get that assurance?

Mr. WAZ. I can assure that we intend to work with each independently owned channel, just as we work with several other new independently owned channels, more than a dozen of whom I believe have put letters on the record with the FCC saying that it's independently owned and operated channels. They work very successfully with Comcast in order to do this.

Mr. BOUCHER. OK. Let me ask you another question. As was indicated by Mr. Jackson in his testimony earlier, there is a notable lack on major networks of prime time programming with a minority presence. And we don't have anything on any of the big four networks today that remotely resembles the "Cosby Show," for example.

I'm wondering if the diversity commitments that you have voluntarily made, which I view as extensive, would serve to increase diversity programming on prime time network programming, in your opinion?

Mr. WAZ. I'm hopeful that that will be among the many salutary results of—if I may, if I can defer to Ms. Madison, who will offer her opinion.

Mr. BOUCHER. Ms. Madison, do you care to comment on that?

Ms. MADISON. Yes, Mr. Chairman.

We entered into an agreement back in 2000 with four external watchdog groups, and we've been reporting up to them annually, and quarterly, actually, for the past three years. In that time period, we have continued to add diversity both up front and behind the counter. There's no question that the industry has a long way to go, and this is not a situation that's limited to just NBC Universal. But having said that, and specifically regarding the "Cosby Show," we have at NBC Universal increased the numbers of on-camera actors who are diverse year over year, so much so that this season coming up beginning in September, we have our most high-profile new drama called "Under Cover," which has two blacks as the leads in the show. There's a cast of four people, of that cast, two are leads, one is also African American, who is also in that cast, and there's one white male. We also have the President of the United States cast as an African American in a lead role in another program called "The Event." And we also have a famous actor, Jimmy Smits cast as a former Supreme Court justice in another one of our major dramas that's called "Outlaw." So, we are moving——

Mr. BOUCHER. So your answer is, the trend is positive.

Ms. MADISON. Yes, it is.

Mr. BOUCHER. And we would see this confirmation on the voluntary commitments that it entails as, perhaps, accelerating that trend?

Ms. MADISON. Yes. I think that's reasonable.

Mr. BOUCHER. Mr. Griffin, let me ask a question of you. As I'm sure you're aware, NBC, you, and Comcast have made a number of voluntary commitments respecting diversity in the areas of corporate governance, employment, procuring programming, et cetera. You support the confirmation. Is it your view that these voluntary commitments might encourage other media companies to step up and follow suit? Could we expect this to become an example that other media companies might be expected to follow?

Mr. GRIFFIN. Yes. I think that's the secondary benefit, but I think the primary benefit would be among advertisers and private equity and venture capitalists, because they will step up and say there is a distribution commitment to this type of programming. And then they will come into the market and say if it's over a decade, and we know we can invest our client's money into these com-

panies and then they will get support, that's a direct benefit to the industry and the programming.

Mr. BOUCHER. All right. So that level of investment would increase the volume of independent programming that might encourage, entice some of the other media companies, but select the programming they think is the most attractive and appealing. You have more volume and more companies might be willing to accept your content. Would that be a fair conclusion?

Mr. GRIFFIN. Supply and demand.

Mr. BOUCHER. Mr. Jackson, would you care to comment on these letters?

Mr. JACKSON. Well, yes. I'd like to share with you that I tried to purchase Eye on Media this past December when they were in bankruptcy. I went in with a hedge fund to purchase the debtor in possession paper. The current management had offered $150 million. Our package was $250 million, at which time we went through appeal, and went through the courts in the New York area, and there were aggressive bankruptcy practices issues that they had. And we were unsuccessful.

But here's another case where minorities, and I was leading the group, showed up with more money than the current organization that failed in its operation of 64 radio and television stations, but we could not have equal access. So, I'm just a little bit concerned about the conversation that's happening now, because I'm not really concerned talking about diversity, I'm talking about equal opportunity in that access to stations that affect the public interest.

What I'm talking about is equal opportunity, not diversity. I think it would be too much of a burden to place upon the owners of Comcast and NBC to have, to be able to select philanthropy. I think there's enough entrepreneurs in the community that like to shape our own destiny without having someone else that needs to work up the bottom line for their company to be concerned about how they will diversify. If we had access to ownership, we can diversity ourself. We can hire, and we can reverse diversity where blacks can hire Caucasians, or not necessarily Caucasians have to put blacks in front of the screen. I think that's very important.

And I will tell you that in Chicago, a community that's over 50 percent female, there's less than 6 percent ownership in television and radio by females. So, in order to move America forward, I think women and children have to have a place on the agenda. So, it's not about getting a black on the screen, or whatever. It's also effecting what the demographics are.

I've seen more fictitious programming on a child that was not in a balloon, dealing with CNN and everybody running their programming that over 50 million Americans facing hunger, more than a million American students going to school that are technically described as homeless by the Department of Education, so where's the real news, where's the real content coming from, not just the window dressing. So, I would like the conversation to be about opportunity, not philanthropy, not about just diversity, but about the divestiture, so we can have equal opportunity, and equal access to create more.

Mr. BOUCHER. OK. Thank you very much. My time has expired.

The gentleman from Indiana, Mr. Buyer, is recognized.

Mr. BUYER. Mr. Jackson, you kind of pulled me in. Do you want me to believe that minority ownership directly relates to minority programming? Is that what you want me to believe?

Mr. JACKSON. That minority? Say it again, I'm sorry.

Mr. BUYER. Minority ownership directly relates to minority programming.

Mr. JACKSON. Could you further explain?

Mr. BUYER. No, is that the statement that you want me to believe based on your statement?

Mr. JACKSON. Yes. Correct.

Mr. BUYER. And in order to achieve that, are you saying that we're to ignore economics principles?

Mr. JACKSON. No.

Mr. BUYER. OK. And if we say no, then how is it achieved? It's almost like with Mr. Griffin, your testimony. I was following you all the way up to where you made your comment, "If my company was paid for every one of the 500 million potential ad impressions, I could make my own run at NBC." Well, that's if everyone would buy every widget every manufacturer made in my congressional district, they'd make a lot of money. I mean, I don't know how—I know I followed you all the way up until you made that statement, I want you to know.

I also want to put this on the record, Mr. Griffin. I want to congratulate you. I think you've had an extraordinary career. And I read your statement last night. I've also followed you, so I want publicly to say, and I wanted to take the opportunity to say it personally, that I respect you, and congratulate you on your career.

Mr. GRIFFIN. Thank you.

Mr. BUYER. Your statement with regard to some of the programming with regard to—that fell out, "Girlfriends," "Eve," "All About Us," "Everybody Hates Chris," there is something else in the marketplace, is there not, Mr. Griffin, that the total audience reach must be great enough to cover the cost of production. Isn't that a basic in your business?

Mr. GRIFFIN. Yes.

Mr. BUYER. Yes. And if it doesn't work, they're going to cancel the show. That happens a lot, doesn't it?

Mr. GRIFFIN. Well, yes, but there are three parts of this. One part is the cost of the programming. The other part is the availability of distribution, and then the third is revenue generate, or here's the profit.

Here's the problem. When you have a success, like when you have a "Seinfeld," you make a—if there are 10 million viewers, advertisers will pay you for all 10 million viewers. If you have "A Different World," which was as big as "Seinfeld," but it was on and 10 million viewers, advertisers were only paying you for 8 million, because the African American budget stops at a certain amount, so the minority budgets at advertisers are smaller, which means their money runs out, so you don't get paid the same. So, you're actually being paid less money per viewer than you would for a white household because the budgets are smaller. And what that means is there's a defect in the market.

Now, when there are market defects, it creates opportunities for some people to take advantage of. What we're trying to say, what

we've been saying to Comcast, at least on the OnDemand platform, what should be independent areas, and what independent is, there is an opportunity now to capture more of that market because of the defect, but in order to solve the defect, we have to go to advertisers and get them to commit to pay us for every view or impression generated. I mean, what you're saying is a textbook argument, which is hey, not enough money, cancel the show. Yes, but the issue, you know, I think Congresswoman Waters said it, why isn't there enough money. Because Coca-Cola, General Motors, Johnson & Johnson will not pay for every African American impression. That's the bottom line. There's a defect in the market. It's not working efficiently, so that creates an opportunity for Comcast and Universal to go capture it.

Mr. BUYER. Mr. Waz, in the non-affiliates agreements—first of all, let me also take the opportunity, once again also compliment what you did in the marketplace.

Mr. WAZ. Thank you, sir.

Mr. BUYER. I got a lot of these different companies together, what I thought was going to happen, even those outside the non-affiliates would attach their concerns into the non-affiliates consortium, but you can't get everybody in the same room. And not everybody, necessarily, agrees, so you end up with sort of a, even though we have a non-affiliates agreement that made it to the table, those three only brought issues which were of consensus. So, even though there's a piece of paper in front of us, I believe that there's still work yet to be done. That's just my own personal sensing from this. And you have to believe that, too.

Mr. WAZ. As with all the agreements that we have reached, or hope to reach, I'm sure there will be continued discussions about this.

Mr. BUYER. Is broadcasting still relevant in the new media environment?

Mr. WAZ. Broadcasting is still the way to attract mass audiences. It's the place where special events in America, where America still gathers collectively to watch major events: sports, inaugurations and other events. So, we believe broadcasting absolutely has a place, and we're investing to try to make broadcasting in the form of NBC and Telemundo stronger and sustainable in the future. And working with the affiliates today.

Mr. BUYER. Thank you, Mr. Chairman.

Mr. BOUCHER. Thank you very much, Mr. Buyer.

The gentleman from Illinois, Mr. Rush, is recognized.

Mr. RUSH. Thank you, Mr. Chairman.

Let me, first of all, begin by asking Mr. Jackson a question. In your exchange with my colleague from Indiana, Mr. Buyer, what is your counsel for the need to have more minorities to own networks, media, and you said that if the minorities owned the media, then the possibility, or the proclivity, or reason for this conversation that more minority ownership would mean higher ads and there would be more minority programming. Is that correct?

Mr. JACKSON. Yes, sir.

Mr. RUSH. Now, that's very important, and I agree with you. But would you limit your ownership, or limit those same results to—let me put it like this. If an African American owned a station that

was aimed at say a mostly white market, would that African American be successful owning that station, or is it just limited to an African American market to have to provide media opportunities and media services to the African American community?

Mr. JACKSON. That's a great question. It would speak to the local demographics, that the NBA can be majority owned by Caucasians, and predominantly having the players to be African American. They can have an international market appeal. Well, that speaks to the demographics as it relates to basketball.

The same thing would happen, if you're in a rural area being mostly Caucasian, naturally, you would adjust the programming. And the same thing would happen here in the City of Chicago, where the local content and news, we have very pressing issues, could reflect the community interest.

Mr. RUSH. Just because it's African American owned network does not mean that that network should be, or has to be geared toward an African American demographic. Is that right?

Mr. JACKSON. Correct. And I would cite the example of Motown, and the music that it created. There are general markets that we—I don't know if Mr. Buyer was asking me a question, or made a statement, but I would say that as far as local, about African American ownership and content, that I would look at—I don't know if it was denied, or if it was an oversight, for the first time my son saw the word "hate", and asked me could I share with him how it was a bad word. He was looking at an outdoor billboard, and the billboard read "Everybody Hates Chris." And he's a young African American male child, and he sees "Everybody Hates Chris," but "Everybody Loves Raymond." So, if we had access to opportunity for ownership, we could help shape that imagery ourselves.

And I would refer you to the FCC document that Mr. Griffin was——

Mr. RUSH. No, you're on my time.

Mr. JACKSON. Sorry, sir.

Mr. RUSH. I'm being charged with it, so let me move on.

Mr. BUYER. Mr. Rush?

Mr. RUSH. Yes.

Mr. BUYER. Will you yield to me an extra minute?

Mr. RUSH. Yes.

Mr. BUYER. I just want to touch this, because you referred to something that I would make comment on.

The reason I had made that perhaps as a statement, I wanted to get a sense of what you're urging not just us, but people to believe based off your testimony. OK? Well, I can agree with you that you say a minority owner can increase minority programming, I do not believe that a minority owner would say that that only means minority programming. I don't believe that, because it's economics. You're a businessman. That's why I compliment Mr. Griffin. You're going to follow the dollar. You're going to also follow the eyes. You're going to also follow the advertising. You're also an artist, and you can build things, and want to be creative. You want to deliver into the marketplace. And that's what's important, especially capturing the new wave on the delivery of video services. And that's what Mr. Rush——

Mr. RUSH. I'm reclaiming my time, Mr. Chairman. I know my timing and I do have some very important questions I want to ask.

First of all, I want to—after listening to, and discussing and sometimes heated exchanges with a number of interested stakeholders, Mr. Chairman, I want to ask for unanimous consent for this Committee to accept additional information in the form of a letter, as mentioned by Mr. Waz earlier as to the agreement that Comcast submitted to the FCC that outlines their specific plan for including the minorities in a more robust and regular basis.

Mr. BOUCHER. No objection.

Mr. RUSH. All right. And a little more with the letter just entered into the record. Can you expound more on, if you will, on the Venture Capital Fund that you have included in terms of this letter? Can you expound more on that? What—can you give us more of the details, and what problems are you attempting to solve going forward?

Mr. WAZ. Mr. Rush, thanks for the opportunity to talk more about it. I've been a friend of David Honig, the Minority Media Telecommunications Council for probably three decades now, and he has fought and tried for many years to try to create more opportunities for minority ownership, pursuing policies such as tax certificates, which have been supported on a bipartisan basis at various points and other efforts to support minority ownership in traditional media.

Over the last few years, he and I have been talking a lot about what are the opportunities in new media and in technology for minorities, and this is an excellent time to be moving forward to ways that in an internet-based world where frankly there are fewer barriers, fewer distribution barriers, that there could be more innovation, more opportunities for minority entrepreneurs.

I know that Commissioner Clyburn of the FCC has mentioned on a couple of occasions that she knows someone, an African American who started a very successful Web site for, I believe the number is $256, that may be on the high side, those numbers she cited, but it was—you can do a lot with a little in this market.

What we think would be beneficial is to create more opportunities specifically to seek attractive young talent, people who would be interested in moving into the new technology fields from the minority community, and coming up with appropriate funding base to get them started. So, the notion we've laid out in the letter to you this morning says that we are prepared to make $20 million of investment capital available through a new program within Comcast that will look exactly to those sort of opportunities, and work with a diverse leader of that fund effort to identify funding opportunities.

Mr. RUSH. Will you address and expound upon, or you have in your letter divestiture of 40 assets and minority ownership. What do you mean by that, and what is that aimed at?

Mr. WAZ. In connection with this transaction, the only anticipated divestiture of asset is the Station KWAY in Los Angeles. That station is currently owned by NBCU–Comcast until its closing and what happened at KWAY. But NBCU has made a special effort, in fact, has hired an NTC, which has a brokerage business, has been very successful at finding minority buyers, minority pur-

chasers for radio, and cable and TV stations over the years to create that ownership opportunity there.

In the event of any other cable divestiture, or broadcast divestiture in the future, which would be required out of this transaction, we will be similarly creative, and similarly destructive in looking for minority ownership opportunities.

Mr. RUSH. Mr. Chairman, I yield back.

Mr. BOUCHER. Thank you very much, Mr. Rush. Ms. Waters.

Ms. WATERS. Well, thank you very much, Mr. Chairman. I would like to preface my remarks by saying that my colleague was correct about this merger being under the radar screen, being very quiet, not being talked about until I requested and received from the FCC an extension of the comment period. I got 45 extra days for the comment period because it had been very quiet. And I also requested of the FCC to hold hearings, and one will be coming up. And I got the Chairman of the Judiciary Committee, Mr. Conyers, to hold a hearing, and I'm very appreciative for this hearing.

Why is all of this important? It is important because neither NBC, nor Comcast, made any of these moves that they're describing until all of this began to unfold. Since we have been highlighting this merger, and talking about the lack of diversity, then we're finally getting some people coming forward to talk about doing some things.

As a matter of fact, the Latino that was placed on the board of, what is it, NBC or Comcast? Comcast plans to add a Latino Board member amid proposed NBC deal. This happened in the past few weeks. The proposal that you just alluded to that you're giving to Mr. Rush today, I'm glad we're having this hearing, so that you can give it to him, because we've not heard about that until the last few days.

The Memorandum of Understanding that you have with the Latino group came about in this period of time that we created to have more comment, and to have hearings. So, we have to keep up the pressure, because despite the fact that both NBC and Comcast talk about their commitment to diversity, it has not been evident. You don't have diverse companies. I don't know how many years you've been working at this, but you've not been successful. So, we've got to help you. We've got to help you to be successful.

It is absolutely unacceptable. We're talking about some programming, and I think the Chairman asked a significant question, because the devil is in the details, about whether or not you create channels and opportunities. We're talking about distribution and carriage, and there's no commitment to that. He questioned you very closely, and you did not give him a specific commitment to distribution and carriage.

Let me just go to another aspect of this that bothers me. Let's take a look at NBC News. Early today, Glen Berry, Bill Cowan, Fred—all white. Today we have some diversity, Matt Lauer, Meredith Vieira, Ann Curry who I guess is going to be gone, along with Al Roker, MSNBC, First Look, all white, Glen Berry, Thomas Roberts, Way Too Early with Willie Geist, all white. My friend, Morning Joe, Joe Scarborough, Mepa, Rasinski, Willie Geist, all white. All of this is MSNBC. The Daily Rundown, Chuck Todd, white. Savannah Guthrie, white. MSNBC Live, Chris Jansing, Tamron Hall,

one black, Andrea Mitchell Reports, white. Hardball, Chris Matthews, the Ed Show, my friend Ed Schultz, all white. Countdown with Keith Olbermann, like him a lot, all white. The Rachel Maddow Show. Well, what is that?

When you sit here and you talk about this vast audience that you have, that's depending on the news, you've got to ask yourself why, why don't we have more diversity in the news that's reporting from African American, Latino, Asian perspectives on what's going on. This can't continue. And if this merger takes place, if this consolidation takes place, and we don't have a way of enforcement by which we can force you to live up to commitments for diversity, we end up in a democracy with consolidation that does not serve the best interest or the images of all of the people who deserve, as citizens of this country and this democracy, to be served.

I could go on, and on, and on about all of NBC shows. When the Chairman first came to the Judiciary Committee, Mr. Zucker told me that they didn't have any African American shows in the new season because he couldn't find any producers and directors. And I said I know a lot of them, let me help you.

I don't understand how this business works. And we have staff full-time working to discover exactly how you do work, and what you have, and what you don't have. And I want you to know you have failed miserably. I yield back the balance of my time.

Mr. BOUCHER. Thank you, Ms. Waters.

I want to say thank you to the witnesses for joining us here today. Ms. Madison, to you, in particular, congratulations on your long career, and commitment to diversity issues. To all of the witnesses, thanks for the constructive comments that you've made. You have made this hearing a success, and I very much appreciate the commentary you have shared with us today.

Mr. Rush, did you want to say a word?

Mr. RUSH. Yes, Mr. Chairman, before we adjourn. I just would like to state for the record that as we proceed down this path, I'm not sure what is being filed. I'm not sure whether the FCC, what their final ruling will be. I'm not sure what the Justice Department's final ruling will be. My colleague from California, Ms. Waters, made some very profound statements. And one of the things that I know is that this is, or can be, or should be if the stakeholders, the affected parties, Comcast and NBCU, we can begin to rewrite the sordid history, particularly over the last eight years, continuing the trend in media ownership.

I sat on this Committee for 15 or more years now, and the last eight years have been the most horrendous eight years that I've seen in terms of the FCC. Although the Chairman, who is the outgoing Chairman, always had a receptive ear, making empty promises and pledges that he was going to look for new ownership, he never engaged not one millisecond in pursuit of media opportunities for ownership for black people in media ownership. That day is over, and that time has past. He is gone. This is a new day, new time, new opportunity. And we have a new administration, new members of the FCC. We will work vigorously in terms from an oversight perspective, and also from an activist perspective to ensure that, whatever you are promising, it's those promises that you make.

Whenever you return back before the appropriate authority and that you're going to be dragged through the mud and the world will know that you have broken your promises. So I want to know that these were just not being done in the back room.

I hope that this is the beginning of the something meaningful and important, and we can try to level the playing field as it relates to minorities and media ownership. Mr. Chairman, with that, I yield back the balance of my time.

Mr. BOUCHER. Thank you very much, Mr. Rush. I'm going to ask unanimous consent to insert into the record a letter signed by Tracy Jenkins Winchester, the President of the Multi-Cultural Network. Without objection, this will be made part of the record.

Our witnesses have done a great job today. Our thanks to you, our thanks to members of the panel for their decisive questions, and this hearing stands adjourned.

[Whereupon, at 11:52 a.m., the Committee was adjourned.]

[Material submitted for inclusion in the record follows:]

Statement of Representative Anna G. Eshoo
"Comcast and NBC Universal: Who Benefits?"
Subcommittee on Communications, Technology, and the Internet
House Committee on Energy and Commerce
Everett Dirksen Federal Building, Room 2525
Chicago, Illinois,
July 8, 2010

Thank you, Chairman Boucher for convening this field hearing in Chicago, Illinois on the proposed Comcast/NBCU merger. This is our second opportunity to weigh-in on the effects this transaction will have on consumers and local marketplaces.

I've raised my strong concern in the past with these types of monopolistic mergers and the negative impact they can have on consumer choice and innovation in the marketplace. The topic of today's hearing goes to the heart of the issue…"Who Benefits?"

The FCC and the Department of Justice are in the process of reviewing this proposed transaction. I applaud both Comcast and NBC Universal for working with the agencies and the recent moves by both companies to expand their commitments to diversity in "…workforce recruitment and career development, supplier diversity, media ownership, programming, and community and partnership investment," according to their Statement of Diversity Principles.

These moves aside, I remain concerned about what this merger will mean to the continued free flow of information on the internet and the potential chokehold this mega-company will have on what content customers can access and from whom.

I'm concerned the new Comcast/NBCU will have the incentive and the means to withhold content from independent Internet Service Providers and other competing video programmers by reserving its best programming for its own offerings.

Should this transaction be approved, it has the potential to stifle innovation in the competitive online video distribution services marketplace. If competing ISPs are even allowed on the Comcast network, the price may be non-competitive and there are not any guarantees that Comcast/NBCU will provide the same video transmission quality to its competitors as it does its own content.

If this merger results in reduced competition and increased pricing power for Comcast, it may have less incentive to invest in more broadband capacity. This would stifle economic growth at a time when individuals and businesses have become increasingly reliant on high-speed broadband to execute innovative applications such as exchanging medical records online and collaborating with colleagues around the world.

We need to ensure when we ask the question "who benefits?" from these types of mergers, that the answers are "consumers" and "innovation."

July 6, 2010

The Honorable Rick Boucher
Chairman, Subcommittee on Communications,
Technology and the Internet
Committee on Energy & Commerce
United States House of Representatives
Washington, D.C. 20515

RE: Comcast/NBC Universal Acquisition

Dear Mr. Chairman:

CoLours TV is a national, multicultural television network. We feature programming that profiles African, Asian, Latin, and Native Americans. We are in 17 million cable and satellite television households across the country and can be viewed 24 hours, seven days a week. Established in 1999 as a non-profit television network, our board members include active civil rights organizations such as the NAACP, Black United Fund, the Urban League, and the Greater Denver Ministerial Alliance. Our corporate office is located in Denver, Colorado.

We come before you unsolicited by the Comcast Corporation to voice our support of their proposed acquisition. We are, as the Chairman of British Petroleum (BP) likes to call us, the "little people" and we are just one example of the thousands of untold stories in the United States where Comcast, the corporation, works to be responsible when no one is looking.

Before I became President/CEO of CoLours TV, I met Brian Roberts in 1985 when he was 26 and I was 30. He interviewed and supported me for a fellowship in the cable industry among over 100 applicants. I had just graduated from Georgetown Law School after working on Capitol Hill for Senator Edward W. Brooke, and the late Congressman Julian C. Dixon. He remembered me four years later when I interviewed with his company in Philadelphia. Mr. Roberts was in 1985, as he is twenty- five years later, a businessman sincerely interested in giving people of color an opportunity to succeed.

In 1999, Comcast delivered on a Denver cable franchise promise to give African Americans and Latinos an opportunity to create cable television networks. Denver's African American community received $500,000 from Comcast to build that dream and we are still standing today. We also have a national corporate agreement with Comcast to go out and get distribution among their systems.

Comcast is made up of "little people" starting with Brian Roberts. The deal we received in 1999 did not come from Mr. Roberts; it was negotiated by Comcast's Denver operations. At CoLours TV, we have found that same sense of responsibility from Comcast people across the country, to assist others in their efforts to succeed.

Their management style epitomizes the ideal profile of an American corporation. We support their efforts to acquire NBCU and we implore Congress to approve this acquisition.

Sincerely,

Tracy Jenkins Winchester
President/CEO

200 Quebec Street • Building 600, Suite 209 • Denver, Colorado 80230 • Phone 303.326.0088 • Fax 303.326.0087 • www.colourstv.org

Comcast

NBC UNIVERSAL

COMCAST AND NBCU'S SUMMARY OF DIVERSITY COMMITMENTS

Comcast Corporation ("Comcast") and NBC Universal ("NBCU") have made a series of commitments to diverse communities in connection with the joint venture between Comcast and General Electric ("GE") relating to NBCU. Except as otherwise indicated, all of these commitments are new or expand upon current commitments by the companies. These commitments span the organizations' business practices with respect to governance, workforce recruitment and career development, supplier diversity, media ownership, programming, and community and partnership investment.

1. Existing Initiatives and Commitments

Comcast and NBCU will honor their respective existing diversity commitments, including those contained in the diversity memorandum of understanding between NBC and a coalition representing the interests of various minority organizations reached in the year 2000, to the extent the commitments remain relevant. Those commitments will be extended to the programming assets that Comcast will contribute to the newly formed Comcast Entertainment Group upon closing of the joint venture.

2. Governance

Comcast and NBCU: New External Diversity Advisory Councils. Comcast and NBCU will establish four external Diversity Advisory Councils (collectively called the "Joint Council") representative of African American, Latino, Asian Pacific Islander, and other diverse communities, to facilitate open communication on the development, monitoring, and evaluation of the companies' diversity initiatives. Comcast will appoint up to nine (9) members to each Diversity Advisory Council with input from national minority leadership organizations. The Joint Council and each Advisory Council will meet at least two times per year with Comcast's and NBCU's internal Diversity Councils, including an annual meeting with Comcast's Chairman and Chief Executive Officer. In addition, the Diversity Councils will interact throughout the year on diversity issues with representatives of Comcast and NBCU.

The Advisory Councils will provide advice to the senior executive teams at Comcast and NBCU regarding the companies' development and implementation of a strategic plan to improve diversity practices. Comcast will develop a strategic plan, with advice from the Joint Council, to address five critical "Focus Areas" related to diversity – governance, workforce recruitment and career development, supplier diversity, programming, and community investment and partnerships.

Comcast: Benchmarking and Ongoing Reporting. Comcast will conduct a benchmark study of the diversity initiatives in these Focus Areas which it will update annually to facilitate input and recommendations from the Joint Council for strategies to improve performance in the five Focus Areas. Annually, Comcast will provide diversity data to the Advisory Councils related to the five

Focus Areas, subject to a non-disclosure agreement and the understanding that the data will be used only for internal discussions and development of progress reports by the Joint Council.

NBCU: Coalition Reporting. NBCU will continue to report annually on its corporate diversity efforts, with particular emphasis on programming/content, procurement, and pipeline programs, to a Coalition consisting of the following four organizations ("NBCU Coalition"):

National Association for the Advancement of Colored People, Inc. ("NAACP");
American Indians in Film and Television;
National Asian-Pacific American Media Coalition; and
National Latino Media Council.

NBCU's Chief Diversity Officer will consult quarterly with each of these NBCU Coalition members on diversity issues.

Comcast and NBCU: Diversity Oversight. Comcast and NBCU each will continue to support their respective internal Diversity Councils. Each organization also will provide annual reports to the Joint Council analyzing success in achieving diversity objectives and offering recommendations for improvement.

3. Workforce Recruitment & Career Development

Comcast and NBCU: Increased Minority Representation: Comcast and NBCU are committed to be industry leaders in the arena of workforce diversity. Both organizations commit that they will increase minority representation at all levels of their respective organizations and will recruit and retain more minorities so that their workforces more accurately reflect the communities they serve.

Comcast and NBCU: Joint Council Input on Recruitment and Leadership Development. Comcast and NBCU will seek the advice of the Joint Council in reviewing and selecting executive leadership development programs, recommendations for minority-owned executive search firms that may be helpful in finding and retaining diverse talent, and assistance in the development of internship programs aimed at exposing college and university-level students to career opportunities.

Comcast and NBCU: Career Path Programs. Comcast and NBCU will continue to develop career-path programs, including mentoring programs, designed to enhance the promotion potential of identified diverse talent, moving individuals from entry-level, to mid-level, to senior management.

Comcast and NBCU: Minority Internship and Scholarship Programs. Comcast and NBCU will increase support for programs focusing on the growth and development of minorities, such as the Emma L. Bowen Foundation for Minority Interests in Media ("Emma Bowen Foundation") and similar internship and scholarship programs focusing on diverse communities (see further discussion of Emma Bowen Foundation under Programming and Community Investment and Partnerships below).

Comcast: Workforce Diversity Initiatives. In addition, Comcast will implement the following workforce diversity initiatives:

- **Diversity Forum.** Develop a diversity forum and action plan to increase director-level representation of minorities;
- **Focus Groups.** Create minority focus groups with the objectives of gaining insight, creating opportunities, and identifying high potential employees;
- **Boot Camp.** Implement a boot camp program for mid-level vice president candidates which will include not less than 80% diverse candidates; and
- **Search Firms.** With the cooperation of the Advisory Councils, identify search firms with track records of successfully recruiting diverse pools of talent to partner with the company in identifying diverse leaders.

Comcast: Senior Position Candidate Pools. Comcast will enhance minority representation in the leadership ranks of the organization by requiring a diverse pool of candidates for all hires at the vice president level and above, including the commitment to have at least one person of color on every slate for all such hires.

NBCU: Diverse Senior Level Executives. NBCU will focus on hiring opportunities for diverse senior level executives in development, production, casting, marketing, legal/business affairs, and distribution.

Comcast and NBCU: Workplace Diversity Training Programs. Both Comcast and NBCU have active workplace diversity programs that include training on diversity issues. Both organizations are committed to exploring ways in which to expand their respective programs, including, for example, in the case of NBCU, by offering a new online diversity training module for its regular employee base.

4. Supplier Diversity

Comcast and NBCU: Increased Spend on Diverse Suppliers. Comcast and NBCU will enhance diversity in their procurement of goods and services and company-wide supplier diversity activities, increasing the amount spent on diverse business partners, including minority-owned enterprises. On a nationwide basis, Comcast and NBCU will strive to increase the percentage of business conducted with minority-owned vendors to be on par with the percentage of minority-owned businesses in the communities they serve.

Comcast and NBCU: Increased Partnerships with Diverse Organizations. Comcast and NBCU will partner with diverse organizations to enhance the utilization of minority-owned enterprises, specifically minority-led chambers of commerce and/or other minority-led business organizations, at the national, regional, and local levels.

Comcast and NBCU: Joint Council Input on Minority Suppliers. Comcast and NBCU will seek advice from the Joint Council to identify opportunities for spending with minority-owned suppliers in agreed-upon categories.

Comcast and NBCU: Second Tier Procurement Programs. Comcast and NBCU have "second tier" procurement programs designed to encourage their top suppliers to purchase goods and services from minority-owned vendors. As part of these programs, Comcast and NBCU encourage their largest vendors to report quarterly on their spending with minority-owned vendors. Comcast and NBCU will expand their programs to create additional opportunities and an even greater impact, including expanding of second tier reporting to encompass more suppliers as well as automation of the reporting process.

Comcast and NBCU: Banking. Comcast will grow the diversity of its investment banking and banking partners through its minority banking program and through the development and expansion of relationships with minority investment firms. After the closing, NBCU will participate in Comcast's minority banking initiative. Comcast has established banking relationships with numerous minority-owned financial institutions and has included them in the creation and syndication of numerous credit facilities. Where practicable, NBCU will be a depositor in these institutions.

Comcast and NBCU: Advertising Spend. In 2011, following the close of the transaction, Comcast and NBCU jointly will commit at least an additional $7 million in spending on advertising with minority-owned media.

Comcast and NBCU: Law Firms. In 2010, Comcast became a founding partner in the Inclusion Initiative, a collaborative effort among several publicly held corporations designed to increase significantly business opportunities for law firms owned by diverse individuals. The overall goal for this initiative is $30 million, of which Comcast has committed $1 million. As part of the Inclusion Initiative, Comcast will use its best efforts to retain minority-owned law firms that participate in the Initiative. Further, NBCU commits post-close to expand its business with minority-owned law firms. NBCU will establish a working relationship with one or more minority firms in at least three cities where it has headquarters operations – New York City, Los Angeles, and Washington, D.C. In addition, NBCU will commit to have its General Counsel meet annually with the executive director of the National Association of Minority and Women Owned Law Firms ("NAMWOLF") and the senior executive of the National Bar Association to review NBCU's outreach efforts to minority-owned law firms and review its efforts to expand the amount of business that NBCU does with minority-owned firms.

5. Media Ownership

Comcast: New Independently-Owned and -Operated Cable Networks. It is Comcast's intention to ensure that there are substantial opportunities for diverse programmers to benefit from its commitment to add two new independently-owned and -operated cable networks to its systems for each of the next three years starting in 2011. To that end, Comcast commits that at least half of the six networks to be added to its systems pursuant to this three-year pledge will be networks in which minorities have a substantial ownership interest.

NBCU: L.A. Station Divestiture. NBCU has agreed to divest its ownership interest in KWHY-TV, an independent Spanish-language broadcast station in Los Angeles. This process presents a key opportunity for minority ownership in one of the nation's top two largest media markets. To

facilitate this opportunity, NBCU has established a process to identify potential buyers and has selected the Minority Media and Telecommunications Council ("MMTC") as co-advisor for this transaction. MMTC has had demonstrable success in identifying qualified minority buyers in similar divestitures.

In the event these efforts do not result in the sale of KWHY-TV, the station license and assets will be placed in a divestiture trust at the closing of the proposed transaction. If this becomes necessary, MMTC will work with the trustee to effectuate the sale to a qualified third party. On May 17, 2010, an application was filed seeking FCC consent for the assignment of KWHY-TV to a divestiture trust. The proposed trustee, Bahia Honda LLC, has as its sole member Jose Cancela, the principal of media consulting firm, Hispanic USA. NBCU and MMTC will remain actively engaged in efforts to sell KWHY-TV while the application for assignment to the divestiture trust is pending.

Comcast and NBCU: Minority Buyers for Media Assets. Although no additional divestiture of media assets is contemplated in connection with the NBCU transaction, the companies are committed to having an appropriate sensitivity to minority ownership issues in the event media assets are divested in the future, including involvement of specialists to identify minority buyers for any future asset sales.

6. Programming

Comcast: Expanded Services and Competitive Pricing. Comcast Cable is committed to maintain and improve its track record in bringing diverse programming to its subscribers. Moreover, Comcast Cable remains committed to providing competitive and affordable video services to its customers, including its minority customers. As part of its regular meetings with the external Advisory Councils, Comcast will review the pricing and packaging of its minority-oriented programming.

Comcast: Expansion of Diverse Video On Demand ("VOD") Content. On Demand and On Demand Online are dynamic and innovative platforms, and Comcast intends to help opportunities for owners of diverse content to utilize them. On Demand affords independent and minority owners of content with an unparalleled opportunity to reach niche audiences in a direct way and with scheduling directed by the viewers' time preference. As Comcast expands On Demand and On Demand Online, it will focus on ways to ensure that independent and minority owners of content can take advantage of these next-generation platforms.

- **African American Content.** Comcast Cable recently launched Black Cinema On Demand, a VOD channel that celebrates black films, filmmakers, and actors past, present and future, focusing on the wide range of experiences, accomplishments, and points-of-view of black people as expressed through the artistic medium of film. In addition, Comcast Cable features On Demand programming that delivers a variety of television, entertainment, and music choices from various networks and programs that target African American audiences, including Black Entertainment Television (BET), H2O (Hip Hop On Demand), and recently acquired Soul Train content.

- **Asian Content.** This fall, Comcast Cable will launch Asian Cinema On Demand that will feature films from across the Asian Pacific Islander diaspora that highlight the experiences,

accomplishments, and points-of-view of this community as expressed through the artistic medium of film. This permanent platform will allow Comcast Cable to work with Asian Pacific Islander English-language content developers and will be programmed by experts in the Asian Pacific Islander film space. This channel will be available 24 hours a day, 365 days a year; contain 20 hours of content; be refreshed up to 100% a month but no less than 50%; and will include a specific marketing plan developed to promote the offering.

- **Latino Content.** Within twelve months of the transaction closing, Comcast Cable plans to launch Hispanic Cinema On Demand featuring Latino-themed movies. In addition, Comcast Cable will use its On Demand and On Demand Online platforms to feature Telemundo programming and to continue expanding the availability of NBCU's mun2 (MunDos). Comcast Cable will use these platforms to increase programming choices available to children and families, as well as to audiences for Spanish-language programming. Within three years of closing the transaction, Comcast Cable has committed to add 1,500 additional programming choices appealing to children and families and 300 additional programming choices from Telemundo and mun2 to its On Demand platform.

Comcast: Continued Reliance on Unaffiliated Content. There is no prospect that the proposed transaction with GE and NBCU will diminish Comcast's reliance on unaffiliated content. Following consummation of the proposed transaction, Comcast will continue to rely on other content providers to provide the vast majority of its video content. Comcast will not rely exclusively or even primarily on NBCU content.

NBCU: Entertainment Programming. With respect to entertainment programming, NBCU makes the following commitments:

- **Building Diverse Relationships.** NBCU commits to double (from two to four) the number of formal networking events hosted each year to provide information on employment opportunities for diverse directors, writers, and directors of photography with its senior executives (at the president, executive vice president, senior vice president, and vice president levels) in the feature, broadcast, cable, and digital divisions of NBCU.

- **Diverse Writers Program.** To promote diversity among its writers, NBCU commits to continue to fund diversity writer positions for three years, selected by the show-runner/producer, for each of its scripted series on the NBC broadcast network and for each of NBC's three late night programs. In addition, NBCU commits to expand this program to fund a diverse writer position on each scripted series on NBCU's cable networks.

- **Directors Fellowship Program.** NBCU will continue to sponsor this important shadowing program, which offers diverse participants a developmental opportunity with a DGA director, as well as exposure to other aspects of NBCU Television Studios production.

- **Casting (TV and Film).** NBCU will commit to use its influence to encourage diversity among the freelance casting directors hired in connection with the production of NBCU programming. In addition, NBCU will create a casting associates program for TV and film with an empbasis on diversity in what would be a model for the industry.

- **Professional Development Programs.** NBCU will continue to support the following four pipeline development programs offering hands-on experience in programming development and management, and other areas of NBCU's business: Entertainment Associates, NBCU/Canada Fellowships, the Universal Pictures Leadership Program, and multiple NBCU Internship Programs.

- **Benchmarking and Reporting.** NBCU commits to report annually to the Joint Council on the diversity of: (i) on-camera talent in regular, recurring, and guest roles in both scripted and reality TV programming, as well as to continue annual reporting in those areas to the members of the NBCU Coalition; and (ii) production executives (directors, writers) in primetime TV programming. NBCU will expand this annual report by including the diversity of the producers and executive producers of primetime TV series. NBC also commits to continue quarterly meetings with each NBCU Coalition member to seek input on ways for NBC to increase diverse participation in each category.

NBCU: News Programming. With respect to news programming, NBCU makes the following commitments:

- **News Associate Program:** NBC's News Associate Program is a highly competitive program that identifies outstanding aspiring journalists who bring diverse backgrounds to news production and news coverage. NBCU will expand this program beyond NBC News to also include the NBC-owned and -operated stations' news departments. This means an expansion annually from six to twelve News Associates.

- **Diversity Leadership Program.** NBCU will explore ways to expand its Diversity Leadership Program, through which NBC News operates a mid-career program designed to train diverse producers and associate producers for executive producer roles. The program lasts for 18 months and involves monthly workshops, business, and finance seminars, "shadowing" days with key senior executives, individual mentoring, and presentation skills training. The program enrolls eight to ten high potential journalists every 18 months.

- **Recruitment Outreach to Minority Journalists.** NBC recruits every year at the annual conventions of the National Association of Black Journalists ("NABJ"), National Association of Hispanic Journalists ("NAHJ"), Asian-American Journalists Association ("AAJA"), National Lesbian & Gay Journalists Association, Native American Journalists Association ("NAJA"), and South Asian Journalists Association. Representatives of NBC News, NBC Sports, Local Media, and Telemundo contribute on all levels to seminars, career fairs, and student networking events, resulting in the tracking and hiring of diverse candidates. NBCU will explore ways in which this recruitment outreach can be expanded.

- **Meetings with Congressional Caucuses.** NBCU commits to annual meetings between the President of NBC News and the NBC News D.C. Bureau Chief with the Congressional Black Caucus, the Congressional Hispanic Caucus, and the Asian-American Caucus, to discuss diversity practices as they affect the News Division.

- **NBC News Summer Fellowship Program.** NBCU will explore ways to expand its News Summer Fellowship Program, under which NBC sponsors two (2) paid internships every summer for nominees from each of three organizations: NABJ, NAHJ, and AAJA. These six (6) paid interns are selected jointly every year by the individual organizations and NBC News. NBCU will expand its news internships and increase to a minimum of nine paid internships annually with NABJ, NAHJ, and AAJA (three each year per organization), while also seeking to extend the program to NAJA, to foster the careers of aspiring diverse journalists.

NBCU: Programming Leadership Diversity. NBCU commits that it will continue to take steps to increase the diversity of its executives in each of the following areas: development (television and film); production (television and film); and marketing (television and film). NBCU will work diligently to ensure that key slates for executive openings include diverse candidates identified either through leveraging internal succession plans or using external sources, such as recruiting firms that have strong expertise and track records in identifying diverse candidates within these fields, as needed or appropriate.

NBCU: Emma Bowen Foundation. NBCU is one of the largest supporters of the Emma Bowen Foundation, a preeminent organization dedicated to preparing minority youth for careers in the media industry. NBCU has sponsored more than 100 students, a significant number of whom have taken positions at NBCU and elsewhere in the industry. NBCU commits to continuing as an industry leader in this program and will expand its participation in and support of the program by sponsoring at least 50 students annually for the next five years, as well as continuing to house the Foundation in its Washington, D.C. offices and providing administrative support to the organization on a *pro bono* basis.

Comcast and NBCU: Expansion of Minority Programming. Comcast Cable and NBCU are committed to expanding minority-focused programming and will have discussions with the external Diversity Advisory Councils representing each minority community about measures that can be taken to achieve this objective for their respective communities.

7. Community Investment & Partnerships

Comcast and NBCU: Ten Percent Increase in Community Investment. Comcast and NBCU commit to increase their philanthropic efforts to support minority-led and minority-serving institutions and to establish more specific benchmarks for their investment activities in minority communities in consultation with the Joint Council. Upon closing of the transaction, Comcast is prepared to increase its community investment spend on minority-led and minority-serving institutions by 10% per year for each of the next three years. Similarly, NBCU will increase its funding by 10% per year for each of the next three years in the areas of community-based philanthropic focused organizations that serve youth and family in under-served communities and community engagement organizations with broad missions of serving diverse communities.

Comcast: Community Investment and Partnership Programs. Comcast will enhance its investment in diverse communities and its partnerships with diverse organizations by taking the following steps.

- **Comcast Leaders and Achievers Scholarship Program.** Comcast will increase outreach to diverse students and schools for The Comcast Leaders and Achievers Scholarship program.

- **Internship and Scholarship Programs.** Comcast remains the largest supporter of the Emma Bowen Foundation internships. Comcast will increase its support for this program and similar internship and scholarship programs and will seek to enhance participation of minority students in these programs. In addition, Comcast will work with its Human Resources Department to ensure that graduates of these programs are being considered for entry level positions.

- **Beyond School Walls Program.** Through the Big Brothers Big Sisters Beyond School Walls program, Comcast will ensure that school assignments are in diverse communities.

- **Comcast Cares Day.** Comcast will expand its Comcast Cares Day focus to add organizations being served in diverse communities and to increase the number of organizations that are serving diverse beneficiaries.

- **Comcast Digital Connectors Program.** Comcast will ensure that locations of its programs through the Comcast Digital Connectors program (in partnership with One Economy) are in diverse communities.

- **Promotion of Diverse Partnerships.** Comcast will promote and communicate the positive work and impact of its diverse partners, including increases in public service announcements, social media communications, advertising, and media placement, both locally and nationally.

COMCAST/NBCU TRANSACTION
PUBLIC INTEREST COMMITMENTS

Comcast, GE, and NBC Universal take seriously their responsibilities as corporate citizens and share a commitment to operating the proposed venture in a way that serves the pubic interest. To demonstrate their commitment to consumers and to other media partners, the parties have made a set of specific, written commitments as part of their public interest filing with the Federal Communications Commission. Comcast, GE, and NBCU are committed to expanding consumer choice, ensuring the future of over-the-air broadcasting, enhancing programming opportunities, ensuring that today's highly competitive marketplace remains so, and maintaining journalistic independence for NBC's news properties. The parties' commitment to these principles will ensure that consumers are the ultimate beneficiaries of the proposed Comcast/NBCU transaction.

Applicants' Voluntary Public Interest Commitments

Local Programming

Commitment #1. The combined entity remains committed to continuing to provide free over-the-air television through its O&O broadcast stations and through local broadcast affiliates across the nation. As Comcast negotiates and renews agreements with its broadcast affiliates, Comcast will continue its cooperative dialogue with its affiliates toward a business model to sustain free over-the-air service that can be workable in the evolving economic and technological environment.

Commitment #2. Comcast intends to preserve and enrich the output of local news, local public affairs and other public interest programming on NBC O&O stations. Through the use of Comcast's On Demand and On Demand Online platforms, time slots on cable channels, and use of certain windows on the O&O schedules, Comcast believes it can expand the availability of all types of local and public interest programming.

- For three years following the closing of the transaction, NBC's O&O stations will maintain the same amount of local news and information programming that they currently provide.

- NBC's O&O stations collectively will produce an additional 1,000 hours a year of local news and information programming. This additional local content will be made available to consumers using a combination of distribution platforms.

Children's Programming

Commitment #3. Comcast will use its On Demand and On Demand Online platforms and a portion of the NBC O&Os' digital broadcast spectrum to speak to kids. Comcast intends to develop additional opportunities to feature children's content on all available platforms.

- Comcast will add 500 VOD programming choices appealing to children and families to its central VOD storage facilities within 12 months of closing and will add an additional 1,000 such VOD choices (for a total of 1,500 additional VOD choices) within three years of closing. (The majority of Comcast's cable systems will be connected to Comcast's central VOD storage facilities within 12 months of closing and substantially all will be connected within three years of closing.) Comcast will also make these additional choices available online to authenticated subscribers to the extent that Comcast has the requisite online rights.

- For three years following closing, each of NBC's O&O stations will provide one additional hour per week of children's educational and informational programming utilizing one of the station's multicast channels.

Commitment #4. Comcast reaffirms its commitment to provide clear and understandable on-screen TV Ratings information for all covered programming across all networks (broadcast and cable) of the combined company, and to apply the cable industry's best-practice standards for providing on-screen ratings information in terms of size, frequency, and duration.

- NBCU will triple the time that program ratings remain on the air after each commercial break (from 5 seconds to 15 seconds).

- NBCU will make program ratings information more visible to viewers by using a larger format.

Commitment #5. In an effort to constantly improve the tools and information available for parents, Comcast will expand its growing partnership with Common Sense Media ("CSM"), a highly respected organization offering enhanced information to help guide family viewing decisions. Comcast will work to creatively incorporate CSM information it its emerging On Demand and On Demand Online platforms and other advanced platforms, and will look for more opportunities for CSM to work with NBCU.

- Comcast currently gives CSM content prominent placement on its VOD menus. Comcast and the new NBCU will work with CSM to carry across their distribution platforms more extensive programming information and parental tools as they are developed by CSM. Comcast and NBCU will explore cooperative efforts to develop digital literacy and media education programs that will provide parents, teachers, and children with the tools and information to help them become smart, safe, and responsible users of broadband.

- Upon closing and pursuant to a plan to be developed with CSM, Comcast will devote millions of dollars in media distribution resources to support public awareness efforts over the next two years to further CSM's digital literacy campaign. The NBCU transaction will create the opportunity for CSM and Comcast to work with NBCU's broadcast networks, local broadcast stations, and cable networks to provide a targeted and effective public education campaign on

digital literacy, targeting underserved areas, those with high concentrations of low-income residents and communities of color, as well as target Latino communities with specifically tailored Spanish-language materials.

Programming for Diverse Audiences

Commitment #6. Comcast intends to expand the availability of over-the-air programming to the Hispanic community utilizing a portion of the digital broadcast spectrum of Telemundo's O&Os (as well as offering it to Telemundo affiliates) to enhance the current programming of Telemundo and mun2.

- Within 12 months of closing the transaction, Telemundo will launch a new Spanish language channel using programming from Telemundo's library that has had limited exposure, to be broadcast by each of the Telemundo O&O stations on one of their multicast channels. The Telemundo network also will make this new channel available to its affiliated broadcast stations on reasonable commercial terms.

Commitment #7. Comcast will use its On Demand and On Demand Online platforms to feature Telemundo programming.

Commitment #8. Comcast intends to continue expanding the availability of mun2 on the Comcast Cable, On Demand, and On Demand Online platforms.

- Comcast will increase the number of VOD choices from Telemundo and mun2 available on its central VOD storage facilities from approximately 35 today, first to 100 choices within 12 months of closing and then to a total of 300 additional choices within three years of closing. Comcast will also make these additional choices available online to its subscribers to the extent that it has the requisite online rights.

Expanded Video On Demand Offerings At No Additional Charge

Commitment #9. Comcast currently provides approximately 15,000 VOD programming choices free or at no additional charge over the course of a month. Comcast commits that it will continue to provide at least that number of VOD choices free or at no additional charge. In addition, within three years of closing the proposed transaction, Comcast will make available over the course of a month an additional 5,000 VOD choices via its central VOD storage facilities for free or at no additional charge.

Commitment #10. NBCU broadcast content of the kind previously made available at a per-episode charge on Comcast's On Demand service and currently made available at no additional charge to the consumer will continue to be made available at no additional charge for the three-year period after closing.

Public, Educational, and Governmental ("PEG") Channels

Commitment #11. With respect to PEG channels, Comcast will not migrate PEG channels to digital delivery on any Comcast cable system until the system has converted to all-digital distribution (i.e. until all analog channels have been eliminated), or until a community otherwise agrees to digital PEG channels, whichever comes first.

Commitment #12. To enhance localism and strengthen educational and governmental access programming, Comcast will also develop a platform to host PEG content On Demand and On Demand Online within three years of closing.

- Comcast will select five locations in its service area to test various approaches to placing PEG content on VOD and online. Comcast will select these locations to ensure geographic, economic and ethnic diversity, with a mix of rural and urban communities, and will consult with community leaders to determine which programming – public, educational and/or governmental – would most benefit local residents by being placed on VOD and online.

- Comcast will file annual reports to inform the Commission of progress on the trial and implementation of this initiative.

Carriage for Independent Programmers

Commitment #13. As Comcast makes rapid advances in video delivery technologies, more channel capacity will become available. So Comcast will commit that, once it has completed its digital migration company-wide (anticipated to be no later than 2011), it will add two new independently-owned and -operated channels to its digital line-up each year for the next three years on customary terms and conditions.

- New channels are channels not currently carried on any Comcast Cable system.

- Independent programmers are entities that are not affiliated with Comcast, NBCU, or any of the top 15 owners of cable networks (measured by revenue).

Expanded Application of the Program Access Rule Protections

Commitment #14. Comcast will commit to voluntarily accept the application of program access rules to the high definition (HD) feeds of any network whose standard definition (SD) feed is subject to the program access rules for as long as the Commission's current program access rules remain in place.

Commitment #15. Comcast will commit to voluntarily extend the key components of the FCC's program access rules to negotiations with MVPDs for retransmission rights to

the signals of NBC and Telemundo O&O stations for as long as the Commission's current program access rules remain in place.

- Comcast will be prohibited in retransmission consent negotiations from unduly or improperly influencing the NBC and Telemundo O&O stations' decisions about the price or other terms and conditions on which the stations make their programming available to unaffiliated MVPDs.

- The "burden shifting" approach to proof of discriminatory pricing in the program access rules will be applied to complaints regarding retransmission consent negotiations involving the NBC and Telemundo O&O stations.

- The five-month "shot clock" applied to program access adjudications would apply to retransmission consent negotiations involving the NBC and Telemundo O&O stations.

Journalistic Independence

Commitment #16. The combined entity will continue the policy of journalistic independence with respect to the news programming organizations of all NBCU networks and stations, and will extend these policies to the potential influence of each of the owners. To ensure such independence, the combined entity will continue in effect the position and authority of the NBC News ombudsman to address any issues that may arise.

Labor-Management Relations

Commitment # 17. Comcast respects NBCU's existing labor-management relationships and expects them to continue following the closing of the transaction. Comcast plans to honor all of NBCU's collective bargaining agreements.